

# 17 PRINTERS' INK.

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXIX, No. 1

NEW YORK, APRIL 7, 1927

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## *the art* *of* **T** *ype*

THE Lanston Monotype Machine Company of Philadelphia are manufacturers of Monotype machines and type faces. In developing the genius of their machine and in devising demonstrations to illustrate its flexibility they have so contributed to the art of typography as to win the laurel—"Authorities." A single copy of their house organ sold at auction not long ago for twenty-two dollars—certainly a high tribute to Lanston craftsmanship.

Recently we presented a framed proof of our own advertisement, entitled "Advertising," to Mr. Harvey D. Best, President of the Lanston Monotype Machine Company. After examining it critically he stated this advertisement was one of the finest examples of Monotype setting he had ever seen.

Coming from one of the most scrupulous critics of "the art preservative of art," we consider this comment as confirming an award of merit on our printing department—just one of the units of this organization constantly seeking to better our service to our clients.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

SAN FRANCISCO



# There is No "National" Farm Market!

*Like your own distribution*

**T**HE FARMERS who make up our so-called "national" farm market are not spread evenly over these United States—they are divided into a group of individual markets that embrace 30 States!

Authoritative figures show that in these 30 States are:

80% of all your dealers—jobbers—consumers

84% of all farm owned automobiles

87% of all farms free from mortgages

88% of all farms 100 acres and over

88.7% of all farm income in 1925



And focused in these markets—reaching into

2,125,000 receptive farm homes—the 15 papers of the Standard Unit carry your message to the farmers who can buy! You get no newsstand sales—but a maximum of R. F. D. circulation and a minimum of duplication. You reach more farmers, dealers and jobbers in these buying markets through these authoritative home papers than you can reach through any "national" medium!

And there is a Standard Unit service to match your sales problem. We will welcome an opportunity to explain.

*Your problem is to reach the profitable national market; but your dealers must reach the local. These papers solve both problems.*

The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
The Progressive Farmer  
Michigan Farmer  
Pennsylvania Farmer  
Missouri Ruralist

Wallaces' Farmer  
Hoard's Dairyman  
The Nebraska Farmer  
Kansas Farmer  
The Farmer, St. Paul  
The Prairie Farmer  
The Pacific Rural Press  
Ohio Farmer

*One order—one plate—one bill.*

*The*

## STANDARD FARM PAPER UNIT

WALLACE C. RICHARDSON, Gen'l Manager

**Chicago**

Courtney D. Freeman, Western Mgr.  
307 North Michigan Ave.

**New York**

Willard R. Downing, Eastern Mgr.  
250 Park Ave

San Francisco, Kohl Bldg.



7, 1927

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Apr. 7 -  
May 12,  
1927.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIX

NEW YORK, APRIL 7, 1927

No. 1

## How National Biscuit Advertises and Merchandises More Than 400 Items

The Solutions to Family-of-Product Selling Problems Which This Company Has Developed Could Be Adapted Profitably in Many Other Lines

By C. B. Larrabee

**S**HOULD a manufacturer who sells a wide line of products put equal pressure behind each item of the line, should he feature only the leaders, or should he feature the leaders with an occasional mention of the less successful members of the family of products?

It is not a new problem, but it is one that few manufacturers have solved to their own satisfaction. Stated in specific terms, it brings up the question whether Heinz, for instance, should try to give each of the famous fifty-seven varieties equal pressure, or whether the company should feature leaders such as ketchup, pickles and beans, for example, while the rest of the varieties bask as best they can in the reflected glory of the leaders. In this connection, it is pertinent to mention that the Campbell Soup Company recently announced a change in advertising policy whereby the advertising will exert less pressure on the best selling varieties of soup and will give greater prominence to other varieties which, up to this time, have been partially neglected. Other companies are taking or are contemplating similar steps.

The National Biscuit Company manufactures more than 400 varieties of bakery products which are distributed from coast to coast. The company is an extensive na-

tional advertiser and, therefore, in its advertising and sales effort it faces this problem of how the line should be advertised. The experiences of this company, extending as they do for a number of years, will give advertisers in other fields an excellent idea of how a company with more than 400 items in its line decides how much pressure should be put behind any one item and behind the line as a whole.

Properly to understand the company's problems and policies one must have a picture of some of the peculiarities of its marketing line-up. For instance, many of the company's products are purely sectional in appeal. Take pilot crackers as an example. In New England, pilot crackers enjoy good volume. They also sell well in certain sections of the West Coast and, oddly enough, are favorites with Indians. Other sections of the company's market, however, will have nothing to do with pilot crackers. They don't know about them and don't want them.

This brings up an important point in the company's marketing policy. The National Biscuit Company never attempts to force an item on an unwilling public. It is a thorough believer in the power of advertising, but it knows that advertising, at its best, cannot make people use an article which they do not like. In some sections

of the country, the company has tried to popularize certain items which are almost universally popular, but after thorough experiment, it has found that such effort is wasted.

Don't misunderstand this policy. The company doesn't merely drift with the stream of public taste with no effort to correct that taste. Numerous items of the line have been popularized in the face of

more support from the salesmen than others. This support, however, can be created for a new product and one of the company's tasks in marketing a new product is to see that the salesmen believe in it thoroughly.

Perhaps the best way to explain how the company determines the amount of pressure to be put behind each product is to study the history of a new variety from its



AN EXAMPLE OF HOW SPECIFIC ITEMS ARE FEATURED IN CAR CARDS

consumer apathy. But there is a place beyond which the company knows it cannot afford to go, realizing that it is far cheaper to accede to public taste than to try to change that taste at great advertising and sales expense. This is what our legal friends are fond of calling a "nice point," but it is important since, to change the metaphor, it is the snag on which more than one company has been stuck.

#### SELLING THE SALES FORCE

The company also realizes that it is just as important to win the support of the sales force for a variety as it is to win the support of the public. Experience has shown that the company's salesmen and its sales agents, who are in reality branch managers, have their favorite varieties just as the average consumer has his favorites. Therefore, there are certain varieties which are bound to get

inception to its assumption of a place among the important varieties of the line.

Let us, then, follow the history of a new variety, which we shall call Bee Biscuit. Bee Biscuit originates in the brain of an employee in the Buffalo branch. He creates the recipe and makes some samples. These are subjected to the most careful analysis to determine whether the public will be at all likely to find Bee Biscuit palatable. This analysis is not made alone by the men who make the biscuit, but also by salesmen, sales agents, members of the home office force in New York, etc. It may even be tried on dealers and consumers who are friendly to the company. The company has learned from experience that it is necessary to give a new variety thorough tests. For instance, certain varieties that company officials believed would be highly successful have proved only mod-

THE VOICE OF VILLAGE AMERICA



## VACUUM CLEANERS

*in Village America*

**E**LECTRICAL Appliance manufacturers and their advertising agencies will be interested in these facts:

Over 65% of the Christian Herald homes are wired for electricity.

58% of these have Vacuum Cleaners—real proof that Christian Herald readers are eager to enjoy the many conveniences of electrical time and labor-saving devices!

Are your advertising and merchandising plans *in step* with this development?

*There is an interesting selling opportunity for you in Village America. Let us send you the evidence.*

# Christian Herald

Bible House, New York  
Graham Patterson, Publisher  
Paul Maynard, Advertising Manager

erately successful, and vice versa.

Once the company decides that Bee Biscuit will be successful, other problems arise. Should it be sold in bulk, or in package, or both? If in packages, what will be the best package design? What will be the name? Is the new variety likely to displace another variety which has already won popularity? Those are just a few of the questions that must be answered before Bee Biscuit is ready for the market.

The questions have been answered. The Buffalo bakery is ready to manufacture Bee Biscuit in quantity. What is the next step?

The salesmen who sell the products of the Buffalo bakery (the company maintains bakeries in all parts of the country) are given Bee Biscuit and told to go to it. No attempt is made, except in unusual cases, to blanket the country at once. At first, Bee Biscuit is purely a local proposition.

With Bee Biscuit in their sample cases, the salesmen start forth. First they sample dealers, show them Bee Biscuit, ask them to taste it. They then sell the dealer on the fact that the new variety will be popular. At the same time, the salesmen sample customers. For instance, while a salesman is waiting to talk to a grocer he may open a box of Bee Biscuit and offer samples to various people who are in the store. Frequently, this sampling, with the attendant purchases by customers, convinces the dealer that the new variety is going to be worth stocking.

Window strips are furnished salesmen for distribution among dealers. The salesmen get as many of these strips into dealers' windows as possible. They also arrange special Bee Biscuit displays. Incidentally, the company has given all its salesmen careful instruction in display work during the last couple of years with the idea of making the salesmen more or less expert window trimmers. This makes it easier for the salesmen to get permission to trim dealers' windows, always an important factor in selling.

The salesmen stage Saturday

demonstrations around Bee Biscuit. Certain strategically located stores are chosen and in these stores one or two salesmen spend a Saturday pushing one or two items, usually one item if it happens to be a new one. Saturday demonstrations have always been an important part of the company's selling activities and are particularly important in pushing the sale of new products.

Dealers who advertise are impressed with the desirability of featuring the new Bee Biscuit in their advertising in local newspapers, handbills, etc. Dealers are told not to let Bee Biscuit lose itself in the cracker department. It is to be put on the counter. Once it is established it will take its place as it should with the other varieties, but as a new product it deserves unusual prominence. In other words, the dealer is shown that Bee Biscuit, as a new product, is just as important as a new kind of cooking fat or a new kind of gelatine powder.

It is necessary to understand that this description of what happens to Bee Biscuit covers about every possible method of pushing the new product. In some instances, not all these methods will be used, but if the company feels that Bee Biscuit is likely to prove a leader, the methods just outlined will be followed pretty closely.

As yet, Bee Biscuit is purely a limited proposition. So far, no other bakery but the Buffalo bakery is making it. However, experience in the Buffalo territory has proved that Bee Biscuit is sure to be popular and gradually its manufacture is spread to other bakeries. If Bee Biscuit can be made with machinery which is already installed, its spread is likely to be rapid. If it requires changes in machinery, the spread will be slower. But gradually every branch in the country is given its chance to sell Bee Biscuit and each branch follows the same methods that were used by the Buffalo branch. The new variety becomes a national variety.

The company now learns how Bee Biscuit is going to meet success.  
(Continued on page 221)



## Spud Jones is no figurehead

But he has a head for figures. Spud is sixteen. Give him another six months at high school and he could take apart your ledgers with his machine and put them together on the double quick. In fact, he can hold his own with you at adding right now and probably run circles around you at that.

There are 500,000 chaps like Spud who read **THE AMERICAN BOY**. 80% of them are of high school age. Many of them are doing the same sort of work that you are. They average 15½ to 16 years of age, 5 feet 4 inches tall and 115 pounds in weight. They're near-men . . . your equal in everything but years.

Here are our future business men. They're as keen and intelligent as you are. They're quick to size up the best in every line. They wear man-sized clothes. They buy with the capacity of men. Their appetites are as big as yours. No matter what you make, no matter where you are—New York or San Francisco—if you are selling to men, you're selling to this great under-21 market as well.

The prejudice and preference of this enthusiastic and inquisitive army carry weight. Advertise to them in the columns of the publication that has won their confidence. Tell the story of your product to the half-million readers of **THE AMERICAN BOY**. You'll find it immensely profitable. Copy received by May 10th will appear in July.

*The* **American Boy**  
 Detroit Michigan

...wanted-  
merchandise

J. WALTER THOMPSON COMPANY

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**T**O THE DEALER wanted-merchandise is worth more than cash. He voluntarily exchanges cash for it, for to him wanted-merchandise represents cash plus a profit.

New dealers in any line automatically stock wanted-merchandise; old dealers continue to stock it with a minimum of pressure.

/ / /

**T**HE CREATION and maintenance for any new article of a consumer demand strong enough to make of any commodity wanted-merchandise is demanding a higher and higher order of ability, experience and training.

• NEW YORK • CHICAGO • BOSTON •  
CINCINNATI • SAN FRANCISCO • LONDON

# A Fraud upon the Public

There Is No Angle from Which Advertising of Correspondence Schools of Nursing Can Be Justified

By Dr. H. S. Cumming

Surgeon-General, U. S. Public Health Service

TO anyone who has ever needed the services of a nurse, the necessity for thorough training must be apparent. Thorough training cannot be and never will be possible through correspondence, for nursing is a profession requiring a technical skill in the performance of many difficult procedures which can come only from doing them over and over again. Yet one constantly sees advertisements of "correspondence schools of nursing," "learn nursing in your own home," etc.

It is conceivable that a pilot, applying for Government license to navigate vessels on Chesapeake Bay, for instance, might learn from a book and chart supplied by a correspondence school the location of all the mud banks, lights, and fog signals throughout the channel. From nautical almanacs he might familiarize himself with the time and force of the tides at different points between the head of navigation and the open sea. But who would trust his ship to a pilot so trained? None but a seasoned man, who has stood at the wheel under instruction in all kinds of weather, in all conditions of every season, is given such a license.

So with the trained nurse. She must know the ebb and flow of the vital forces. She must be familiar with the danger signals that mark the safe course to recovery. Her mettle must be known by those who vouch for her. What will she do in some dramatic emergency in the operating-room, when quick team work is necessary, or in the silent watches of the night when alone in the ward she holds grave responsibilities? How shall a text-book, alone, describe the indescribable look on a patient's face in the split second preceding catastrophe, when life and death hang in the balance?

The rituals of the operating-room and of the ward must be first demonstrated and then performed over and over under strict supervision until the technique is so deeply implanted that the correct procedure becomes automatic. This is true not only of the highly professional duties but the simple ones as well. Those apparently simple procedures, by which a patient is made comfortable, need to be done first under instruction, then under supervision and often enough for them to become an accepted part of the daily routine of ward or sickroom.

Even the rudiments of nursing cannot be taught by correspondence. To attempt to teach nursing by correspondence is as impossible as it would be to teach medicine.

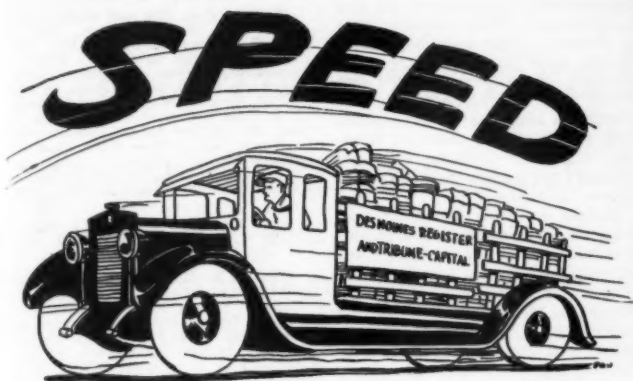
For many years, nurses worked in the different States under what are called Registration Laws or Nurse Practice Acts. Such laws met with opposition from many of the groups they were designed to protect. Their main purpose was the protection of the public from untrained or inefficient nursing.

To the minds of patients, a nurse is a nurse. They should feel and do feel that when the nurse comes she is prepared to take from their shoulders the responsibility for the accurate and proper carrying out of the physician's orders. They are entirely ignorant of the kind of training she has had. They have the right to expect and demand the protection which only a high standard of nurse training would give them.

No less great than the imposition on the public is the imposition on the young woman who is given to understand that this training is adequate for her to earn her living as a nurse.

Many requests come to the Public Health Service for appointment in Government service from gradu-





*Speedy Motor Trucks* of THE DES MOINES REGISTER AND TRIBUNE-CAPITAL travel over *four thousand miles every Sunday*, serving three hundred and twenty-five Iowa cities and towns.

*Exceptional delivery service* is one reason why more than two hundred thousand Iowa families are regular readers of The Des Moines Register and Tribune-Capital.

ates of correspondence schools. They are naturally not eligible for appointment; they cannot get any position under Civil Service, State or Federal; their only hope is to receive calls from a private practitioner. Many young women also write this Department asking whether a course in a correspondence school will fit them for nursing. In every instance they are advised to enter an accredited school of nursing.

Before so-called health or professional advertising is accepted, it would be well for publishers and advertising agencies to consult authoritative agencies, such as the American Medical Association, the American Public Health Association, and the American Nurses' Association. A definite stand against acceptance of such questionable advertising would certainly raise the standard and circulation of a publication.

### Hearst Buys "American Druggist"

The *American Druggist*, New York, has been purchased by William Randolph Hearst. The first issue under the new ownership will be July.

Murray Breese, formerly managing editor of the *Topics Publications*, is editor, and Herbert R. Mayes, formerly editor, trade division, *Western Newspaper Union*, is managing editor. J. C. Creaver is advertising manager, Kenneth B. Hurd, New England representative, and Richard A. Hofer, Western representative.

### Burton Rascoe and S. B. Collins Buy "Bookman"

Burton Rascoe and Seward B. Collins have purchased the *Bookman* from the George H. Doran Company, New York. The September number of the *Bookman* will be the first issued under the direction of the new owners. Mr. Rascoe will be editor.

### Appoints The Corman Agency

The Chilean Nitrate of Soda Educational Bureau, New York, has appointed The Corman Company, Inc., New York advertising agency, to direct its advertising account. Newspapers and agricultural publications will be used.

### Log Cabin Products Company Appoints W. J. Towle, Jr.

W. J. Towle, Jr., has been appointed advertising manager of the Log Cabin Products Company, St. Paul, Minn.

### Norwalk Tire Appoints LaPorte & Austin

The Norwalk Tire and Rubber Company, Inc., Norwalk, Conn., has appointed LaPorte & Austin, Inc., New York advertising agency, to direct its advertising account. Business papers, magazines and direct mail will be used.

The General Typewriter Exchange, J. F. Ryan & Company, office specialties, and the Pollard-Alling Manufacturing Company, all of New York, have also appointed this agency to direct their advertising accounts for which business papers and direct mail are being used.

### W. S. Bear Advanced by Union Pacific

Walter S. Bear has been appointed advertising agent of the Union Pacific Railway System, with headquarters at Seattle, Wash. Mr. Bear has been with the Union Pacific for several years as assistant to Alton C. Jackson, whose retirement as advertising agent was previously reported.

J. L. Hays, of the advertising department, has been made assistant to Mr. Bear.

### Chancellor Cigar Account to Dorrance, Sullivan

The American Cigar Company, New York, has placed the advertising of its Chancellor Cigars with Dorrance, Sullivan & Company, New York advertising agency.

This agency has also been placing for the last two years, the advertising of the company's George W. Childs cigars, as well as its Kelly Bouquet cigars.

### L. W. Lane, Advertising Director, Meredith Publications

Lawrence W. Lane has been appointed advertising director of the Meredith Publications, Des Moines, Iowa. He has been with the Meredith organization for the last fifteen years. For three years he was at the head of the bureau of market analysis, later becoming assistant advertising director.

### J. L. Walsh and R. S. Foss Made McGraw-Hill Directors

James L. Walsh, vice-president of the McGraw-Hill Publishing Company, New York, has been elected a member of the board of directors. Ralph S. Foss, director of circulation, was also elected a member of the board.

### Reed L. Parker with Dyer Agency at New York

Reed L. Parker, who has been Western manager at Chicago of The George L. Dyer Company, Inc., has joined the New York office in an executive capacity.

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**MILWAUKEE — First City in Diversity of Industry!**


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# Second in America!

**T**HE MILWAUKEE JOURNAL published more paid national advertising in 1926 than any other paper in the evening and Sunday field except one. The total of 4,897,542 lines, a gain of 814,418 lines over 1925, is remarkable in that Milwaukee is the fourteenth city in population.

Here is national recognition of the vast sales possibilities in this rich market and the economy with which it can be sold. In Milwaukee, more than four out of every five families read The Journal regularly.

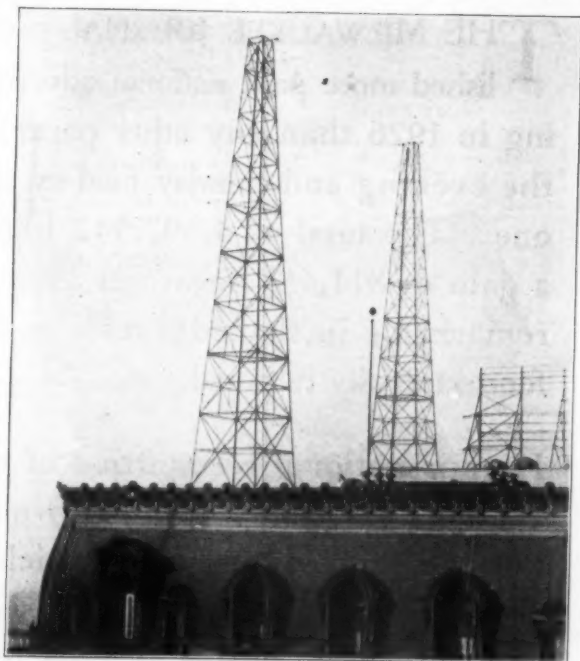
**THE MILWAUKEE JOURNAL**  
*First by Merit*

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**WISCONSIN — First State in Value of Dairy Products!**


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# All-Day Broadcasting For Leadership in National



*Arrangements to participate in the  
broadcasting schedule of The Chicago  
Daily News may be made by addressing  
Director, WMAQ, The Chicago Daily  
News, 15 North Wells St., Chicago, Ill.*

## THE CHICAGO

# Finer Programs Radio Advertising

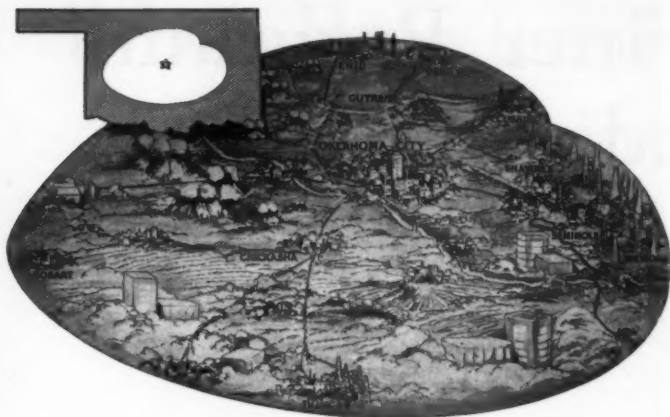
THE CHICAGO DAILY NEWS has taken over the complete management of station WQJ, owned by the Calumet Baking Powder Company, and now operates this station in conjunction with The Daily News station WMAQ, with exclusive 24-hour rights to the wave length 447.5 meters.

The operation of two of America's foremost stations with a unified all-day program is welcomed by Chicago people and the radio public generally as another great advance typical of the five-year record of The Daily News in promoting the interests of radio.

WMAQ, the first newspaper-owned radio station in Chicago, equipped now with its **third** sending apparatus, has earned a reputation for fine programs that will be enhanced by the added facilities of station WQJ. The two stations are members of the chain of the National Broadcasting Company. They will broadcast all Chicago baseball games of the American and National Leagues. The program schedule throughout will be one of highest quality and interest.

By advancing every interest of radio, on the air in its columns, The Daily News has attained a popularity with Chicago fans reflected in its leadership six days a week in national radio advertising—it is the most effective daily medium for radio manufacturers in reaching the Chicago public.

## DAILY NEWS



## *This Prosperous Territory is thoroughly covered by the Oklahoman and Times*

Increased wealth from oil arrives in Oklahoma City daily; mild weather has enabled Oklahoma farmers to go through the winter without extensive borrowing . . . and, as a result, the seven national banks of Oklahoma City, at the close of business March 23rd, showed an increase in deposits of \$4,300,000 over the statements of December 31, 1926.

Building and construction work for the first four

weeks of March exceeded that of the entire month in 1926 . . . department-store trade during February increased 17.7 per cent over last year.

. . . and in March, 1927, the Daily and Sunday Oklahoman and Oklahoma City Times reached a new high peak in circulation . . . 78,415 copies every morning—69,954 copies every evening—93,377 on Sunday.

## *The* DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone  
cover the Oklahoma  
City Market*



**E. KATZ SPECIAL  
ADVERTISING AGENCY**  
New York · Chicago · Detroit  
· Kansas City · Atlanta  
San Francisco

# How Is Business Going to Be?

Would an Analysis of the Volume of Inquiries in Many Lines of Business  
Provide a Better Guide to the Future Than Do Present  
Forecasting Methods?

As Told to Roy Dickinson

By Sheldon Cary

President, Browning Crane Company, Cleveland, Ohio

THERE is no need to demonstrate the value of business forecasting. The executive who, by any method, can catch a glimpse of what is just ahead of him in the way of sales volume can so plan his production as to iron out his peaks and valleys. He is tired of first a boom period when he is running ahead full tilt, followed by an unexpected lack of orders which finds him with swollen inventories and a surplus of raw materials. Whatever he can do to keep his business on a level keel with a constant loadline, helps not only his own business but all businesses.

Every executive at the head of a business wants some method by which he can more closely interlock the production, selling and financial ends of his business. He wants to substitute for a general answer to the universal inquiry "how is business?" some real guide for the future operation of his own plant.

When an executive asks how business is, he is thinking of the future, not of the past. And while a great number of business men, in seeking to determine future business conditions, have considered and tried many of the usual business guides, my objection to most of them is that they deal with past history or are confined to one particular industry. The volume of unfilled orders of the United States Steel Corporation, car loadings, the condition of pig iron production, volume of credit and other popular statistics often used as guides, indicate in my opinion, a trend that has *already taken place or is going on now*. But the individual manufacturer wants a real look ahead in terms of what he is facing himself. He wants to see a trend chart of his own busi-

ness superimposed on other businesses in a manner that will give him the vital information he seeks regarding his own business future in its relation to a cross-section of the future of all business. He wants to know if a time of increased or decreased demand is coming one month, two months or six months ahead. Then he can operate now with that picture in mind. Forecasting has been defined as a foresight of consequences and provision against them. Or more simply, a look at the future as a guide to the present.

For many years, I have sought among all the statistics, theories and charts for my own guide. But in all cases with which I am familiar, they are worked out from figures on present or past conditions. Since the sum is the total of its component parts, such charts are not real guides to the future.

## THE INFLUENCE OF INQUIRIES

What I am here proposing is a simple method by which, if many business men would co-operate, reporting from widely different fields of activity, all could see in advance the actual trend of business in general and of their own business in particular. The plan I present is based upon volume of inquiries. In almost all industries, orders follow inquiries in definite sequence just as orders follow footwork on the part of salesmen. The more calls a salesman makes, the more orders he will get. The more inquiries received this week, the more sales one, three or six months hence, depending on the type of business.

I am aware that many different definitions exist as to just what an inquiry is. It means one thing to the maker of locomotives, another to the manufacturer of baby car-

riages. One man may call every request for a booklet an inquiry. Another manufacturer means specific quotations rendered to the inquirer. In companies marketing to other industrial concerns, such as our own, inquiries are requests for specific bids and quotations on definite jobs and products. They precede the actual placing of contracts by one to six months or longer. The proportion of contracts placed remains somewhat constant. The percentage of sales in such lines is small which are not preceded by definite inquiries. I am inclined to believe that a generally accepted definition of what a real inquiry is could be arrived at. This accomplished, I feel certain that a monthly index figure, compiled from confidential information reported by a wide variety of industries, of inquiries received and quotations made would be a simple and effective forecasting guide for the manufacturer. The gathering and disseminating agency might well be the Department of Commerce.

#### WHY THE PLAN IS POSSIBLE

While manufacturers might properly consider as too confidential the amount and type of orders which follow inquiries, I believe they would not object to reporting inquiries if they knew they were to be used merely to plot a curve for the guidance of themselves and other business men. The fact that the plan is possible is shown by what has been done. As I pointed out recently in the *Iron Trade Review*, "Some progress already has been made in encouraging manufacturers to report inquiries. The Locomotive Crane Builders' Association, for the past eight years, has maintained a monthly tabulation of inquiries and sales. These data offer some basis for determination of future prospective business. But to make an index of this nature more applicable and more valuable, it will be necessary to enlist the support of manufacturers in various industries. Bankers check closely on the quantity of loans being made, but little attention is devoted to the number of applications for loans. It is the

application for a loan that indicates that the prospective borrower desires financial assistance to build a new plant, to purchase additional equipment, or to in some other way expand its activities."

No such data are now available to the manufacturer. A factor or index could be worked out which, at a glance, would indicate to a busy executive the trend of future demand, making it unnecessary to pore over complex reports of numerous publications and organizations.

Members of the Tank and Steel Plate Fabricators, Eastern group, are reporting inquiries to the secretary of that organization. The secretary claims that the members find the reports of considerable value. Inquiries are being reported also by the Electric Overhead Crane Institute, and from 98 to 99 per cent of that industry is represented in the data which have been reported to the Department of Commerce. These figures include inquiries in dollar value, starting in October, 1926. The totals by months will be published in the "Survey of Current Business," beginning in the March issue.

The United States Department of Commerce has received the idea enthusiastically and has indicated its willingness to collect and disseminate such data through its "Survey of Current Business," published monthly. It has consented to render this service for industry provided sufficient interest is aroused to make it possible to compile an index figure of inquiries representative of conditions in the country.

I should like to help arouse that interest which the Department of Commerce says is essential. This article will give manufacturers in many widely different lines of industry, all dealing with inquiries, all anxious to get news of the future, a chance to express their interest to the publishers of *PRINTERS' INK* and to me. If a representative number of manufacturers could report information on inquiries to a central clearinghouse, a widespread index with 100 as the basis could be developed. When the index reached 103, for



example, it would indicate that the number of inquiries which would lead to future sales had increased and that the general trend would be upward in business. If the index went down to 95, it would indicate that in the months to follow it would be well to prepare for less demand.

It is not my intention to suggest that the valuable current and historical information now being gathered by many different agencies should be scrapped. All of those items should be used as a supplementary guide by the executive who wants to know probable developments one to six months ahead. It would be better to have men report in a large number of totally different industries than in a few. A more accurate index could be worked out if manufacturers in fifty diverse lines were reporting their inquiries than if they all came from locomotive makers and crane manufacturers, for example.

Charts could easily be plotted by months from this index and a manufacturer, by examining the one line of the chart, could, by comparing his own, secure an excellent idea, in a moment, as to whether he was receiving his share of inquiries.

His own chart, superimposed on the composite chart, would give him immediate advance knowledge about the effectiveness of his present sales and advertising policies, his price, whether his product was meeting the public wishes, whether his sales organization was competing successfully in the fight for more business. Any marked deviation of his curve from the composite curve would give him the cue to examine into conditions at once.

A maker of alarm clocks examines his inquiry chart in comparison with the composite chart which, we will assume, has been adopted through our efforts in co-operation. He notices his trend line is downward. So is the composite chart. He considers that he has been advised on good authority that his sales of alarm clocks ninety days from now will not stand the continuance of his

present rate of factory production. He can then liquidate current inventories and cut down production or put on a drive behind a new product which he has been saving for an emergency and advertise it extensively to step up future demand.

If, more fortunately, the chart line went up, it would indicate that three months hence he would need more springs, bells, and other component parts for his product. It would be logical for him to start to accumulate stocks.

It seems logical to me that if such an index had been in operation in a period where demand greatly exceeded supply, a situation such as existed before 1921, its value would have been very great.

Today, also, when hand-to-mouth buying of materials is the rule, close and careful forecasting of markets is essential, for operating economies can be effected by balanced inventories which also allow of prompt deliveries. Business men need a simple, logical method to aid them in looking ahead. Scientific planning can prevent booms and panics and that is a consummation we all wish. We can have a simple index to guide us in the form of a composite inquiry chart if we will all co-operate to compile it and to convince the Department of Commerce there is a demand for it.

I have told you the simple story of a simple idea. If you like it let us get together to make it a reality and a valuable service for our businesses and for all business.

### Leslie-Judge Company Elects New Board of Directors

The Leslie-Judge Company, New York, has elected the following new board of directors: Norman Anthony, editor of *Judge*; Vernal W. Bates, director of the First National Bank of New Haven, and Fred L. Rogan, president and general manager of the Leslie-Judge Company. This company will confine its interests hereafter to the publication of *Judge*, for which E. R. Crowe & Company is advertising representative.

M. J. Klein, recently with the advertising department of the New York *Mirror*, has started an advertising business at that city under the name of the Idea Shop, Inc.

# Clyde Kelly and Lew Hahn Debate Price Maintenance

Tell Why Price Maintenance Will Work and Why It Won't

**E**NACTMENT of a Federal law authorizing the maintenance of resale prices on trade-marked merchandise is essential to the preservation of the small manufacturer, the small wholesaler and the small retailer, Congressman Clyde Kelly, of Pittsburgh, told an audience of 500 at Ft. Wayne, Ind., on March 31. On the contrary, the retailer would become a mere slot machine for the manufacturer under a price-maintenance law, Lew Hahn, managing director of the National Retail Dry Goods Association, told the same audience a few minutes later. This debate was held under the auspices of the Quest Club, a local organization of business men.

For two hours Congressman Kelly, who is one of the authors of the Capper-Kelly Bill, and Mr. Hahn debated the question of whether or not permitting a manufacturer to specify the minimum prices at which his identified products should be sold would be a real advantage to the consumer or an economic calamity. Each argued that the plan advanced by the other would produce monopolies.

The Capper-Kelly Bill proposes to put into the hands of the independent manufacturer of trade-marked articles the right to enter into a contract with the retailer providing for a fixed price, protective of the manufacturer's good-will, Congressman Kelly said.

"The Capper-Kelly Bill proposes to fight price-cutting, a recognized evil in American business which damages not only manufacturer but wholesaler, retailer and consumer," said Mr. Kelly. "Losses suffered by selling organizations from cutting prices are more than recovered by marked-up prices on unidentified merchandise. This is an unfair method of taking business away from small competitors."

Six months ago, he pointed out, the Supreme Court ruled that the General Electric Company, in con-

signing goods, could term its distributors, agents, and thereby maintain prices, taking the position that the property to be sold still belonged to General Electric. It is not illegal, Mr. Kelly declared for a manufacturer to make his distributors agents and then effect price maintenance. Henry Ford has maintained prices since 1911 by establishing his own agencies.

"It is impossible to fix a flat retail selling price for merchandise because of the wide difference in the overhead expense of operating different types of stores," Mr. Hahn stated. "What determines the cost of distribution? Efficiency is one factor. But the greatest factor is service. Stores which cater to those who have the least money to spend have the smallest overhead. They lack, perhaps, delivery systems. They do not have such wide aisles. They do not have such elaborate fixtures. They are not located on the highest-price real estate. If persons are satisfied with Third Avenue service, why should they have to pay Fifth Avenue prices?"

Local conditions being variable, they demand certain leeway for the retailer in pricing the merchandise he sells, Mr. Hahn declared. It may be necessary for him to reduce the price on a trade-marked article to meet notes, to take advantage of a purely local situation or to save himself from disaster. The Capper-Kelly Bill would make conditions artificially uniform and monetize merchandise. Thus it would rob the retailer of the right to sell his own property at the price he sees fit.

"The Government does not even attempt to say that its bonds should not be sold for less than their marked value," Mr. Hahn pointed out in his rebuttal. "But the Government has passed a law," replied Mr. Kelly, "that a two-cent postage stamp shall not sell for less than two cents."

AGAIN!!

**The Evening Bulletin**

PHILADELPHIA

breaks

Circulation Records

**559,450**

Copies sold each day  
in February

**1926 Average Sales were 537,974 Copies Daily**

*The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, guessing contests or other artificial methods of stimulating circulation have been used.*

*"That the people of Philadelphia and vicinity (including Camden and suburbs) appreciate the efforts of The Bulletin to give them all the news of the day, as fairly, as exactly and impartially as it can be laid before them, is attested by the fact that not only has the name of The Bulletin become a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper."*

**The net paid daily average of THE BULLETIN is the largest in Philadelphia and one of the largest in the United States**

*The average net paid  
circulation of the  
NEW YORK EVENING JOURNAL  
for the six months ending  
March 31, 1927, was*

**686,740**

*—and at 3c a copy daily—5c on Saturdays*

For the 6 months ending March 31, 1927 the New York Evening Journal shows an average daily

**GAIN of  
8,896**

over the previous six months ending September 30, 1926.

For week ending March 26, 1927, the average net paid circulation of the New York Evening Journal, was

**698,305**  
copies a day

# There must be a reason!

For 28 consecutive years the New York Evening Journal has attracted the largest evening newspaper readership in America.

Common sense tells you there must be a reason.

There *is* a reason!

The New York Evening Journal has served its public more energetically, more courageously, more effectively than any other evening newspaper in America.

The New York Evening Journal has put into its news and feature columns more genuine ability and brilliancy of talent than any other evening newspaper in America.

The New York Evening Journal has been first in public preference among all evening newspapers for 28 consecutive years. **IT HAS BEEN FIRST BECAUSE IT HAS DESERVED TO BE FIRST!**

**CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31, 686,740 DAILY, NET PAID**

*A daily gain of 8,896 over the previous six months*

## NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation*

*. . . and at 3c a copy daily, 5c Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.

# The natural advantages of the Detroit Market are enhanced for the advertiser because all classes read The Detroit News

Any attempt to create a mass and class division of Detroit newspaper circulation must meet the obstacle of Detroit's stupendous growth in population. Detroit has increased 500,000 in 10 years. There is no class of decades' old wealthy in Detroit. Those who have reached the stage of the chauffeur and butler regime were themselves clerks, workingmen or moderate salaried executives 10, 15 or 20 years ago.

Then as now The Detroit News had the greatest circulation and was the home newspaper—a position that it has maintained with every new accretion of population. Survey after survey of all sections of Detroit, including the wealthiest, reveals the fact that The News is read by 90% of the families, and emphasizes what every local advertiser well knows—that The News is the one newspaper no family will do without.

## The Detroit News

385,000 Sunday  
Circulation

The Home Newspaper

330,000 Week  
Day Circulation

# Another Abuse of the Franking Privilege

The Envelopes Carrying the Franked Mail of United States Senators and Representatives Are Being Used for Advertising Purposes

*Washington Bureau  
of PRINTERS' INK*

A NUMBER of Congressmen appear to be taking an unfair advantage of their free postage privilege to advertise themselves and their measures. There has been frequent and recent discussion of the fact that Congressmen are allowed to burden the mails with copies of their speeches,

hearing had been inserted in the "Congressional Record," and that he was preparing to mail out this "speech" in franked envelopes to his constituents.

A large part of the envelopes which enclose this mail is used to carry display advertisements. In most instances, these advertisements take up about one-third of the face of the envelopes. They



*Henrik Shipstead*  
U. S. S.

MINNESOTA.

AN EXAMPLE OF HOW FRANKED ENVELOPES ARE BEING USED FOR ADVERTISING PURPOSES

some of which are never delivered on the floor of either House, under the franking privilege. Although the propriety of this is seriously questioned, it is entirely legal. Nevertheless, there can be little doubt that it was not the intention of the law to provide a means of free, and in some instances, misleading advertising.

During the last session of Congress it is probable that a record was established by Senators and Representatives for the volume of mail sent out under the Government frank. The total has not been published, but it will include many millions of pieces of mail matter. It is said that one member of Congress mailed 1,200,000 copies of a speech. Another Congressman informed the writer that, at his request, eighty-four pages of a report of a committee

cost the Congressmen who use them a trivial amount for extra printing, and they are evidently intended not only to "sell" the recipient on the contents of the envelope, but also to influence all those who may see or handle the unopened mail.

This advertising would not be so objectionable if it were not, in numerous cases, misleading. For instance, a United States Senator recently sent out an edition of a speech which he claimed to have made, in an envelope which bore a display advertisement that took up the greater part of the left half of the face of the envelope. At the top of the box appears "Senate United States" in large type, followed by the statement "Part of Cong. Record—Free" and "Sixty-Ninth Congress—Second Session" in smaller type.

Following this, "Farm Relief" appears as a single line in large bold capital letters, and the text, also in bold type, reads:

"All we ask is that the Industrial East shall pay the Agricultural West for what they eat, and pay at least the cost of production."

It is true that, in less conspicuous type, the information is

a large advertisement openly through the mails which may cause many Government employees and others to ridicule an amendment to the Constitution, and encourage them to violate the law.

Since "House of Representatives U. S.," set in large capital letters, is the first line of this advertisement, which is arranged in

**HOUSE OF REPRESENTATIVES U. S.**  
PART OF HOUSE, SENATE—1927

**OPINION OF**

MR. JOHN E. SWELLEN, FORMER CHIEF JUSTICE OF  
THE SUPREME COURT OF VERMONT AND LATELY  
RETIRED FROM VERMONT

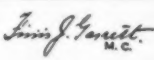
IN REPLY TO A MESSAGE OF MR. CONNELL, SENATOR  
FROM VERMONT

**THE UNSOUND BASIS OF THE  
FEDERAL WATERPOWER ACT**

AN UNCONSTITUTIONAL ATTEMPT TO DENY THE PEOPLE  
AND PERMANENT SOURCE OF THE ENERGY AND OF  
NATURAL WEALTH

ANOTHER PICTURE OF THE HOUSE OF REPRESENTATIVES  
FORMED BY THE HOUSE OF REPRESENTATIVES  
IN VERMONT CONSTITUTION AND IN THE HOUSE OF  
REPRESENTATIVES

COMMISSIONER OF RECORDS OF  
**HON. FINIS J. GARRETT**  
OF VERMONT  
IN THE HOUSE OF REPRESENTATIVES  
December, January 19, 1927



WHILE SUCH ADVERTISEMENTS AS THIS ON FRANKED ENVELOPES ARE NOT ILLEGAL,  
THEIR PROPRIETY IS QUESTIONED

furnished that all of this is an introduction to a speech by the Senator; but the fact remains that the appearance of the advertisement strongly suggests that the printed request is that of the United States Senate. This envelope was shown to a number of people with the request to read it hurriedly, and all agreed that the first impression was misleading.

Another typical advertisement of the kind was mailed by a Representative to advertise a speech he claimed to have made against the Eighteenth Amendment. The personal convictions of the Representative, or what he claims to have said in his speech before the House, are not the issue. It is probable that Congressmen on the other side of the question of prohibition have also misused their franking privilege. The question concerns the right of a Congressman, who has taken an oath to uphold the Constitution of the United States, to take advantage of the franking privilege to send

a large box, a hurried reading will undoubtedly give the impression to many that what follows is the opinion of the House. "The Eighteenth Amendment," in slightly larger, bolder type is the heading, and the text, also set in bold type, is as follows:

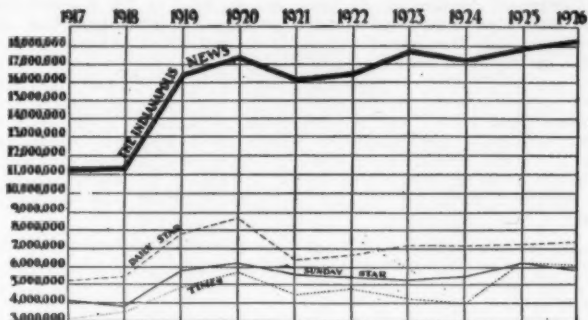
The eighteenth amendment has been weighed in the balances and found wanting because—

1. It causes crime and creates criminals.
2. It is intemperate, intolerant, and intolerable.
3. It does not insure domestic tranquillity, promote the general welfare, or secure the blessings of liberty, and, therefore, fails in three of the primary purposes for which laws and constitutions and governments exist.
4. Its advocates testify to its failure when they demand more police, greater penalties, larger penitentiaries, bigger appropriations, and additional courts to enforce it.

Many other examples of this kind of advertising could be cited, and reference to legal authorities indicates that the responsibility for it is largely a personal matter. Section 85 of the Printing



TOTAL ADVERTISING FOR 10 YEARS—1917-1926 inclusive



## Compare the GAPS

*10 years ago and now—increasing leadership!*

The only leadership worthy of the name is that which has been justified through years. Not just a temporary spurt ahead, but leadership that has endured for years and grows greater with the passing of time.

Compare the gap on the left of the chart above with the same margin of leadership on the right. Ten years ago The News had a lead of 6,000,000 lines over the second paper. Last year the lead was 11,000,000 lines.

After ten years, *not* the status quo, but a margin that almost doubled itself.

That's leadership—and progress.

## The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

Law of 1895 extends the franking privilege to Congressmen on "all public documents printed by order of Congress." Section 76 of the same law requires that the franked envelopes used for this purpose shall identify the contents with the words "Public Document. Free United States Senate (or House of Rep. U. S.)" and in the upper right-hand corner the letters "U. S. S." or "M. C." This is in the form of instructions to the Public Printer, and it continues:

But he shall not print any other words thereon except where it may be desirable to affix the official title of a document. All other words printed thereon shall be at the personal expense of the Senator, Member, or Delegate ordering the same.

And section 214 of the same law further defines what may be printed on franked envelopes, as follows:

The Public Printer . . . may, at the request of any Senator, Representative or Delegate in Congress, print on envelopes authorized to be furnished, in addition to the words therein named, the name of the Senator, Representative, or Delegate, and State, the date, and the topic or subject matter, not exceeding twelve words.

So far as could be learned, these quotations from the law are the entire basis on which Congressmen assume that they are authorized to advertise in the manner described. It is plain that the law does not authorize such advertising, and that it was never intended that Congressmen should be allowed to use the franking privilege for advertising purposes. It was found that the personal expense of printing the advertisements is an extra charge of ten cents a line. This means that if a Congressman sends out 1,000,000 copies of a speech, the envelope of which carries a large display advertisement that runs fifteen lines over the twelve words allowed, he will be charged \$1.50 for his publicity.

At the Post Office Department it was learned that there is nothing in the postal laws and regulations to prevent the use of the franked mail for this purpose by Con-

gressmen. It is required that all mail be printed in a manner that leaves ample space for the address, and so long as the franked mail complies it is treated like any other first-class mail matter.

### Gale & Pietsch Take Over Chicago Randall Office

The Chicago office of The Fred M. Randall Company has been taken over by the new advertising firm of Gale & Pietsch, Inc. This change has nothing to do with The Fred M. Randall Company of Detroit which will continue business under that name.

Very little change in management accompanies the formation of the new company. Albert L. Gale, who has been in the advertising agency business at Chicago for about fourteen years and who has been with the Randall organization five years, most of the time as Chicago manager, will be president of the new agency. Walter G. Pietsch, who joined the Chicago office of The Fred M. Randall Company more than a year ago and who was formerly with Critchfield & Company and Lord & Thomas and Logan, will be vice-president and treasurer.

G. A. Hamilton, at one time with the former E. H. Clarke Agency, is secretary.

Among the accounts which will be handled by Gale & Pietsch are: The Associated Tile Manufacturers, Beaver Falls, Pa.; the Minnesota Canning Company, LeSeuer, Minn.; Baird & Warner, builders, the Farm Insurance Committee, the Pittsburgh Reflector Company, store fixtures, the Chicago Mercantile Exchange, butter and eggs, the Besser Sales Company, concrete products, and the Brookman Manufacturing Company, grocery sundries, all of Chicago.

### Sprague Electric Hoist Business Sold

The Shepard Electric Crane & Hoist Company, Montour Falls, N. Y., has purchased the Sprague Electric Hoist & Winch business from the General Electric Company. N. A. Hall, for many years associated with the Sprague Electric Works of the General Electric Company, has been made manager of the newly created Sprague division of the Shepard Company, with headquarters at New York.

Rickard & Company, New York advertising agency, has been appointed to direct the advertising of Sprague hoists and winches.

### Diamond Ginger Ale Account to Reimers & Osborn

The Diamond Bottling Corporation, Waterbury, Conn., has appointed Reimers & Osborn, Inc., New York advertising agency, to direct its advertising account. Newspapers will be used in the beginning to advertise Diamond ginger ale.



**P. T. FRANKL**

*Famous Designer of Modernist  
American Furniture, writes—*

“House & Garden is outstanding  
as the highest class publication con-  
cerned with decorative arts and  
house furnishings.”

**HOUSE & GARDEN**

*One of the Condé Nast Group*

*All members of the Audit Bureau of Circulations*

No. 18 in a Series

## The accurate Guide to Boston Newspaper

You will "arrive" at maximum combination circulation in Boston when you —make up "optional" combinations of Boston's First Evening and First Morning or First Evening and Second Morning papers

—for reasonable comparison with "compulsory" combinations of Third Evening and Fourth Morning or Second Evening and Third Morning papers.

See what you get when you *compare combinations with combinations rather than with individual morning or evening papers.*

Combination	Circulation	Milline
1st combination (optional)		
American & Post	655,300	1.68
2nd combination (optional)		
American & Advertiser	415,584	1.68
3rd combination (compulsory)		
Globe, Eve. & Morn.	273,240	1.83
4th combination (compulsory)		
Traveler & Herald	250,998	1.99

**Boston American**  
**Boston Advertiser**

# Guide-Post Newspaper Values

More than 490,588 New Englanders guide you to THE Boston Sunday newspaper you need to build distribution and sales VOLUME.

THEY prefer the Big Boston Sunday Advertiser—and they outnumber the families who read the second largest Boston Sunday paper by 151,102—the third largest by 168,193—the fourth Boston Sunday paper by 367,838

—and they outnumber the families who read the 12 Sunday papers published in New England outside of Boston (Connecticut excluded) by more than 162,000.

To get Sales Volume, sell to Volume.

Paper	Circulation	Milline
Sunday Advertiser	490,588	1.53
Sunday Post	339,486	1.62
Sunday Globe	322,395	1.72
Sunday Herald	122,750	3.26

**Boston**  
**Sunday Advertiser**

# And what about the Cover—?

**A** REALLY good cover for the catalog or booklet or folder is half the battle. But to *find* a really good cover; — that is the problem.

Here's one way to solve it.

We have on our staff an artist who has spent many years abroad. His work is unusual. It has that foreign touch that is so powerful an attention-getter.

For "the cover's sake," as well as the rest of it, let us discuss your next booklet or folder with you.

## CHARLES FRANCIS PRESS

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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# Westinghouse Uses Novel Dealer Tie-up in Newspaper Copy

How It Tells New Yorkers Where They Can Buy Westinghouse Goods

By Edward J. Hegarty

Manager, Publicity Division, Westinghouse Electric & Manufacturing Co.

THIS article might be titled, "Getting Dealers to Take an Interest in Your Advertising," for it tells about a plan that has interested New York City dealers in a manufacturer's newspaper advertising. The amount of interest they show is revealed by the following story:

A woman read an advertisement of the Westinghouse Automatic Iron in a New York newspaper. She wanted just that kind of electric iron and since there was a line in the advertisement which said, "Telephone Rector 2600 for the name of a Dealer-Agent near you," she telephoned. The Westinghouse man who answered the phone got her name and address and gave her the name of a store in her neighborhood where she could buy the iron. The Westinghouse man then called the store. "There's a woman coming to buy an Automatic Iron from you," he said, giving the dealer her name and address. "Do you have it?"

"Sure," came back the dealer-agent. "I'll have it wrapped up when she comes." But when he turned away from the phone to check up he found he was wrong. He had no Automatic Iron in stock. Here was a certain sale coming to him and he stood to lose it unless he got an Automatic Iron before the prospect arrived. Well, he got it and made the sale. But he didn't tell his customer that he bought it from another dealer at the full retail price and that he was out a dollar for taxi fare on the transaction.

"It was a joke on me," he told a Westinghouse representative later in the week, "but you had sent two buyers to me that week. I didn't want any of them reporting back that I didn't have your Automatic Iron in stock. You might take my name off the list."

That story proves the dealer's interest. But the salesmen had done everything to interest dealers. They had told them that the newspaper advertising would create a demand. They had played up the fact that there would be a line in every Westinghouse New York newspaper advertisement asking the reader who wanted to buy to telephone Rector 2600 for the name of a dealer-agent nearby. They had explained also how a prospective customer who telephoned Rector 2600 would be told where she could buy. This, of course, may have been sales talk when the salesman was telling it, but when sales started coming in because people were telephoning Rector 2600 to ask where to buy, the dealers became interested.

## A VARIATION OF AN OLD PLAN

This idea of running that line, "Telephone Rector 2600 for the name of the nearest Dealer-Agent," is a variation of the old method of listing the names of dealers in newspaper advertisements. When Westinghouse started four years ago to get dealer distribution for its line of household appliances, such as electric irons, fans, toasters, percolators, etc., in Greater New York, advertising in the New York newspapers listing dealer-agents' names was a part of the plan. Since the space of seven lines was allowed for each name the size of the advertisement listing the 250 to 300 dealer-agents in the territory was necessarily large.

Still, a plan with dealer tie-in is usually much better than one without it. A dealer must know that you are advertising and if you can make him a part of your plan, he is much more likely to push your line. That is why this plan of listing the local office telephone number in the Westinghouse

New York newspaper advertisements was tried out. If people called and the call was handled so that sales were sent to dealers' stores, Westinghouse had a tie-in which the dealer was certain to know about. Then the plan had another great advantage. Even the smallest advertisement could carry the telephone urge.

But putting the line in the advertisements was not the whole job. The calls to Rector 2600 had to be answered by someone who understood the plan. That man had to be back-stopped so that if he were out there would be others who knew what to do. This could not be left to the telephone force or to ordinary clerical help. Someone who knew the products and who had sales ability had to get those calls. The prospect had to be located, her name and address taken; she had to be told the nearest place to buy. Then the dealer-agent had to be followed to see that he made the sale. In fact, a complete plan had to be worked out so that the sale would be made, and everybody satisfied.

#### NUMBERED PINS AND MAPS ARE USED

To locate the dealer-agents, large maps of the different boroughs of New York are used, Manhattan on one map, Brooklyn on another, Queens on another, etc. On these maps pins are inserted to give the location of stores. These pins are numbered. Attached to each map there is a typewritten list of dealers. Opposite each name on this typewritten list is a number which corresponds to the number of the pin showing that dealer's location.

This is how the plan works: A woman telephones Rector 2600. "I want to know where I can buy the Westinghouse Automatic Iron which you advertised in this morning's paper," she says.

The telephone operator puts her on one of the telephones in the sales department. She again tells what she wants.

Diplomatically the man answering the phone gets her name and address. "I am sure there is a dealer nearby," he says, and asks her to wait just a minute.

A look at the map shows him that dealer number forty-six is just a short distance away. On the list he finds that dealer number forty-six is the Ajax Electric Company at a certain address. He goes back to the phone and gives this information to the caller. That is how the prospect is sent to the store.

But this is not the end. For then a telephone call goes out from Westinghouse to the Ajax Electric Company. It advises that a prospect is coming to buy a Westinghouse Automatic Iron. The name and address of the prospect is given. Then a letter is dictated to the dealer-agent giving the same information.

This letter was an afterthought. It is sent so that the dealer-agent will be sure to know about the transaction. So many of the dealer-agents are also electrical contractors and are out of their stores a great part of the day that if the name of the prospect and her wants are given over the telephone to a salesman or a clerk in the store the proprietor himself may never know about it. But the boss is certain to see the letter and since he is the buyer it is most important that he know when Westinghouse sends a sale to him.

Of course, this plan requires quite a bit of follow-up to keep the list and the maps up to date. New names must be added immediately because nothing peps up a new dealer-agent like a sale handed to him on a silver platter. Then there are other considerations. Suppose a prospect is sent to a store and finds that the store is out of business after she has walked four blocks to get there. Or suppose the dealer is still in business but doesn't have the article wanted. Of course both have happened. And the men who handle the calls can tell of some expert calling downs they have received on those rare occasions.

This, of course, gives Westinghouse an argument to use with dealer-agents to get them to keep the stocks up to a required amount. For the requirement of the dealer-agent is that he agrees to carry a certain number of each of the



# Real Proof of Pulling Power

**N**O retail establishment is in a better position to accurately check advertising returns than the Specialty Shop.

The fact that the Evening American, during 1926, published more Specialty Shop lineage than any other Chicago evening paper, indicates real pulling power.

Specialty Shop advertisers are not interested in theories or conjectures. They demand RESULTS.

And they get them in the Evening American.

**CHICAGO EVENING AMERICAN**

A good newspaper

items in the Westinghouse line in his stock at all times. If he does that, none of the callers will be sent astray. And so the fact that prospects are being sent to him gives Westinghouse a real argument as to why he should carry the full stock.

In the first nine months of last year 962 prospects were sent to Westinghouse dealer-agents. A check-up has shown that an extremely high percentage of these are sales. And fortunately many of these prospects buy more than the article they come for. The dealer-agents see this and so they are interested. Many reports have come in telling about prospects who were sent by Westinghouse and who have made large purchases of items not in the Westinghouse line.

Another angle of the plan is shown by this story: The owner of an electrical store in Brooklyn came into the Westinghouse New York office to see the merchandising sales manager.

"Say," he said, "this line you have in your newspaper advertising, 'Telephone Rector 2600 for the name of the nearest Dealer-Agent,' doesn't mean anything. I called up yesterday and told the young fellow I wanted to buy a Westinghouse Electric Iron. I gave my address as the one next door to my store and he told me that the nearest dealer was six blocks away. If this is the way your system works, I don't think much of it."

The plan hadn't been working very long until it was found that the dealer-agents were checking as this one did. They wanted to know if prospects in their neighborhood were being sent to dealer-agents in other parts of the city. Luckily very few mistakes of this type have been made, but one dealer-agent openly admits that he checks once a month to see if the plan is still working.

Then there are others who write in to say that they have not had a prospect referred to them during the month. They ask where the prospects are being sent. This constant checking keeps the inside men on the job. They realize that they must send the prospect to the

right store. And so they do their best to do it. For a slip-up in sending prospects to the wrong dealer-agent is apt to cause some fireworks.

### Fawcett Publications to Start New Magazine

*The Ten Thousand Lakes Golfer and Outdoor Magazine* will be published monthly, beginning May 1, by the Fawcett Publications, Robbinsdale, Minn. This magazine will be nine by twelve inches in size with a type size of seven by ten inches.

E. S. Foley, formerly with the rotogravure advertising department of the *Minneapolis Tribune*, has been appointed advertising manager. Raymond J. Ryan, Chicago, and Gerald Julian, New York, publishers' representatives, have been appointed advertising representatives.

### Campaign on West Coast Hemlock to Start in May

At a recent meeting at Tacoma, Wash., the West Coast Lumber Bureau decided on an advertising campaign for West Coast hemlock to begin in May. About fifty magazines will be used including architectural, building and engineering journals. The Botsford-Constantine Company, Inc., Seattle advertising agency, is directing this account.

### Change in Ownership of Two Lightner Publications

The Lightner Publishing Corporation, Chicago, has sold the *County Agent's Magazine* to Bert Ball of Chicago. It has also sold the *Chain Store Grocer*, formerly the *Wholesale Grocery Review*, to the Little Publishing Company, Lansing, Mich.

### G. W. Riley Joins Fuller & Smith

George W. Riley, formerly advertising manager of The Joseph & Feiss Company, Cleveland, has joined the service department of Fuller & Smith, advertising agency of that city.

### Gorham Manufacturing Company Net Income Increases

The report of the Gorham Manufacturing Company, Providence, R. I., for the year ended January 31, 1927, shows a net income of \$642,446 after charges and taxes, against \$591,203 in the previous year.

### New Advertising Business at Detroit

Paul F. Witte, formerly an account executive with Robert June, Detroit advertising agency, has started an advertising business of his own at Detroit.

With justifiable pride  
we quote the following  
from a full page  
advertisement of the  
Chicago Tribune

*"The ten newspapers leading in national advertising (1926) are as follows:*

	Agate Lines
Chicago Tribune . . . . .	8,077,725
New York Times . . . . .	6,953,367
New York Herald-Tribune . . . .	5,652,444
BOSTON HERALD . . . . .	5,519,066
Detroit News . . . . .	5,198,004
Newark News . . . . .	5,041,145
Milwaukee Journal . . . . .	4,897,542
Philadelphia Bulletin . . . . .	4,872,339
Philadelphia Public Ledger . . . .	4,826,097
Cleveland Plain Dealer . . . . .	4,815,247"

Figures from Editor and Publisher

## BOSTON HERALD-TRAVELER

Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Avenue, New York, N.Y.  
914 Peoples Gas Bldg.,  
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

# The farmers are —and they're buying

**B**UILDING activity is definitely shifting from cities to rural communities. Farms that have long been underhoused and underbarned are next in line for new buildings, remodeling and repairing.

*Capper's Farmer* has taken the lead in cooperating with farmers of the prosperous Midwest and encouraging them to build. It has established a building service, far

ahead of any other farm publication.

In every issue of *Capper's Farmer* there are important articles on building, written by practical farmers—men who have actually followed a particular building plan. Types of houses are shown which were found by State Agricultural Colleges to be most fitted to certain localities. Blue prints of all these dwellings, and of other farm



**Sell  
this  
Territory  
thru**

# Capper's

Circulation 815,000

Publis

---

**THE MIDRIFF OF THE WORLD IN**

---

# starting to build *the materials now!*

buildings, too—garages, machine sheds, brooders, hog houses—are offered to the farmer to give him every incentive to go ahead and build *now*.

Since January, when this building series started, *Capper's Farmer* has already distributed to farmers 370 separate building plans, involving an expenditure of \$1,100,000 to \$1,250,000.

And the building season has only just begun!

The opportunity is ripe for the manufacturer of building materials. These

middle western farmers are going to need everything from cement floors to asbestos roofing—lumber, paint, weather stripping, plumbing supplies, electrical fixtures, wall paper, window shades, linoleum, furniture. They're going to want the best, too. And they have the money to pay for it.

You who handle the advertising of such products—what better medium could you choose for your message to these farmers than *Capper's Farmer*, where they turn for their practical information and inspiration in building?

M. L. Crowther  
Advertising Manager

# s'Farmer

Published at Topeka, Kansas, by Arthur Capper

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THE MIDWEST OF THE NATION

---

No sirree  
the Detroit Times  
is not one  
of the rover boys—  
it stays  
home nights  
and doesn't go  
wandering  
all over "zones"  
it stays right  
by the old hearth  
and peddles its  
advertisers'  
goods like a good  
little medium

# These Jobbers Sell a Nationally Advertised Private Brand

The Ser-val Hosiery Plan Has in It the Possibilities of Making Some Definite Changes in the Line-up of Our Present System of Distribution

By Don Gridley

THE wholesaler's dilemma has been, according to the wholesaler, this:

On many nationally advertised products for which there is a heavy retail demand, the wholesaler has been unable to get a livable margin of profit.

On private brands, on which he could get a comfortable profit, there has not been a sufficient demand to pay for the extra effort of pushing the private brand.

"Therefore," says the wholesaler, "I have not been getting anywhere near an even break. The wholesale business in any line is not proportionately as profitable as other businesses. Yet the wholesaler serves a real economic purpose. Only he can economically act as a distributor and seller to the smaller retailer."

That, briefly, is the burden of the wholesaler's complaint. It has been voiced with varying degrees of emphasis by jobbers and jobber associations in about every industry that sells through the jobber. When it has been suggested to the wholesaler that he complain less and work harder to find a solution to his difficulties he has replied that he is willing to give a sizable reward to the brainy expert who will offer a workable solution.

Certain strongly intrenched jobbers have found a partial solution in the handling of controlled lines; that is, manufacturers' lines for which the jobber is given exclusive control in his own territory. Behind such lines, particularly if they are nationally advertised, the jobber can afford to put real effort since he is not meeting the competition of other jobbers in the same territory. The difficulty is that few national advertisers are willing to tie them-

selves up with exclusive control contracts.

The latest effort of the jobber to break away from this chain of circumstances is outlined in a campaign of national advertising which has just commenced. Probably the best way to give a clear outline of this proposition is to quote the advertisement itself:

After three years of study and preparation we announce a great step forward in the selling of hosiery.

Nine of the leading wholesalers of the country now give you in the new Ser-val line: New low prices. Styles correct to the moment. A wide range of qualities for men, women and children.

Nine of the leading wholesalers of the country have taken three years of study and preparation to launch an important new plan. At last we can announce it to you—a plan of selling hosiery that means important economies to you as a buyer.

The nine companies, located at central distributing points throughout the United States, and themselves among the largest distributors of hosiery in the country, have for the first time united their experience and knowledge in this great work. The result: A new line, Ser-val Hosiery, representing the highest quality at new low prices. This new Ser-val Hosiery covers the widest range of styles, colors and sizes for men, women, and children of all ages.

How the new method operates to give you better values. Large buying power is the secret of Ser-val values. Each season a special style committee selects and plans each model in the line. Every detail is considered—the quality of the thread, the number of twists to each inch of thread, the character of the stitch, the colors and kind of dye.

What no individual wholesaler has ever before been able to offer. With these specifications, orders are placed, representing the needs of the nine great firms. Thus, instead of each individual firm having its own brand of hosiery manufactured on a wasteful small scale, the nine together secure all the advantages of large-scale operations.

These savings are handed on to you in the form of very unusual values.

Moreover, so flexible is the whole method of operation that the Ser-val line can always embody the last word in style. A permanent style headquarters is maintained in New York.

Ask your retail merchant to show you

the new Ser-val Hosiery. You will be astonished at the fine quality and correctness of style which you can obtain for even less money than you may be spending today. Remember, each pair of Ser-val carries the special Ser-val Multiple Guarantee.

This advertisement is signed by the National Textile Distributors Corporation and carries at the bottom the line, "Sold exclusively to retail merchants by the following licensees," and then the pictures of nine jobbing houses. Above the stores are the names of the following jobbers:

Arbuthnot-Stephenson Company, Pittsburgh; J. S. Reeves & Company, Nashville; A. Krolik & Company, Inc., Detroit; A. B. Frank Company, San Antonio; Wheeler & Motter Mercantile Company, St. Joseph; Finch, Van Slyck & McConville, St. Paul; Daniel Miller Company, Baltimore; Milton G. Cooper & Son, Inc., Los Angeles; The Louis Stix Company, Cincinnati.

The national advertiser who is conversant with the situation among wholesalers will see at once that here is something new and significant in distribution. This is what is happening:

Nine jobbers are exclusive licensees (not joined in the sense of a chain store, however, since each jobbing house retains all its original ownership and other rights) in carrying a nationally advertised private brand.

This is the final development of a plan announced almost a year ago in *PRINTERS' INK*. At that time H. L. Kinne, manager of the corporation, announced that six jobbing houses had formed a group to buy hosiery, to develop its own line under its own brand name, to advertise the brand nationally and to provide each jobber with a definite territory in which he would have no competition. At that time Mr. Kinne announced that this effort would be confined to hosiery and as yet the group has made no announcement of extending its field. If the plan works, however, it has infinite possibilities. Since the announcement a year ago, three jobbers have been added to the group.

The plan as outlined at the time put the emphasis on the advantages of group buying. Mr. Kinne added at the time that the plan would not mean the elimination of the wholesalers' own hosiery buyers since the jobbers will continue to handle other lines of hosiery.

"It does mean, however," said Mr. Kinne, "that each concern will have complete control of a nationally advertised product in addition to its regular hosiery line. Our members will be in a position to distribute as they see fit without reference to any manufacturer, and will be able to take full advantage of their own national advertising."

What all this suggests is the fact that it would be entirely possible for a group of strong jobbers in any line to form a corporation in which they would be mutual stockholders, this corporation to push a nationally advertised private brand. The significant fact is that the jobbers are given exclusive territorial control over a brand of hosiery which is nationally advertised and which can be obtained by the consumer only through dealers who deal with the licensees.

What does the plan mean?

1. It means that the jobbers can continue to carry nationally advertised brands, but have added a brand, also nationally advertised, which to all intents is a private brand.

2. The nine jobbers do not have to compete with other jobbers in their territories on the sale of the licensed brand and therefore can afford to put behind the brand the same effort they would put behind a private brand. In fact they can afford to put more of an effort behind it since the national advertising will build a demand far above that which any single jobber could expect for his own private brand.

3. Owing to the fact that the jobbers, through the corporation, are able to secure the benefits of large-scale buying they are able to secure a margin of profit comparable to the margin they could



# In the Matter of Circulation:

ACCORDING to the statement filed with the Post Office Department April 1, 1927, the following circulation gains were registered:

**The  World**  
(7 days)

Gained

**20,783**

over the Statement of October 1st

(NOTE—The effect of the two-cent price is reflected in only three months of this six months period.)

**The  Evening World**

Gained

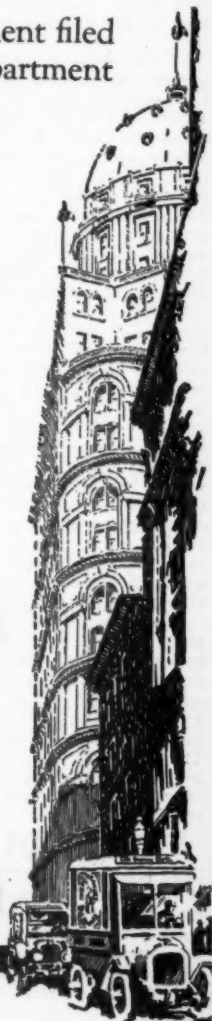
**9,672**

over the Statement of October 1st

**The  World**  
NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago



get on their own private brands.

4. The corporation is in an excellent position since, owning no mills, it can buy quality merchandise on a price basis and is able to keep abreast of style demands without the necessity of great changes in machinery or design, being able to go to the mills best fitted to manufacture the type of merchandise it wishes to buy.

5. The jobbers are placed in a position where they will be able to co-operate with the retailer in a fight against the house-to-house canvasser, who has become a serious factor in the hosiery business. As has been pointed out on numerous occasions in **PRINTERS' INK**, the small retailer has a great deal in his favor in his fight against the canvasser and under the Ser-val plan his position is further strengthened.

6. The most significant fact about this advertising campaign, however, is that at last the wholesaler is able to put his private-brand business on a sound basis in competition with nationally advertised articles. No wholesaler in the group has any idea of dropping advertised brands. This would be economically unsound. On the other hand the wholesaler operating under the plan can gratify every wholesaler's desire to operate a controlled brand in which he has more than a general distributor's interest.

The implications of this new plan extend far beyond the hosiery business. The plan is one that is feasible for any industry selling through jobbers so long as a sufficiently large group of strong jobbers can be secured as licensees. The new plan will appeal to jobbers in almost every line since it offers, on the surface at least, a solution to a great many of the jobber's most pressing problems.

The Ser-val plan as here outlined promises a new development in merchandising, a development that has in it the possibilities of making some definite changes in the line-up of our present system of distribution. What will happen to the Ser-val plan and

whether it will prove adaptable to other lines of business is difficult to predict. However, it is a development that is worth watching by manufacturers, wholesalers and retailers who have long realized that all has not been well along the Potomac of distribution.

### New Campaign to Be Directed by Detroit Agency

The Sparks - Withington Company, Jackson, Mich., Spartan radios and motor car horns, has appointed Brooke, Smith & French, Inc., Detroit advertising agency, as advertising counsel. A campaign will be conducted in magazines, newspapers, and other mediums. Trade representation will also be broadened through a campaign of territorial development and sales promotion.

### Fairbanks, Morse Elects W. S. Hovey

W. S. Hovey has been elected president of Fairbanks, Morse & Company, Chicago, to succeed C. H. Morse, who becomes chairman of the board. In 1919 Mr. Hovey was elected vice-president in charge of manufacturing activities. He was made general manager of the entire business in 1924, in which capacity he will continue to act.

### Dyer Agency Augments Chicago Staff

H. K. Boice, for five years with the New York office of The George L. Dyer Company, Inc., has been transferred to the Chicago office. Harry A. Rick, who formerly conducted an advertising business of his own at Chicago, also has joined the Chicago staff of the Dyer agency.

### Coffee Account to Harry Porter Agency

The Young & Griffin Coffee Company, New York, Franco-American and 5th Avenue coffees, has appointed The Harry Porter Company, New York advertising agency, to direct its advertising account.

### McKee and Albright, New Philadelphia Business

Roy J. McKee and Davis R. Albright, formerly with the F. Wallis Armstrong Company, Philadelphia, have organized an advertising business at Philadelphia under the name of McKee and Albright.

### Swiss Cheese Association Appoints N. W. Ayer

The Swiss Cheese Association, Berne, Switzerland, has appointed N. W. Ayer & Son as advertising counsel. Color advertising in magazines will be used.

# Bachelors, Benedicks and the Rest of Us



**N**O matter what they think of prohibition, Peaches and politics, most of them are open to conviction on the kind of shirts and socks they wear, the kind of automobiles they want, the cigarettes they ask for, etc., ad lib. In other words, they will usually listen to reason when it comes to buying, especially if you reason with them through a medium they like.

In New Orleans they evidently like The Times-Picayune better than any other newspaper, as there are about 35% more Times-

Picayunes sold each day than the runner-up, and about 45% more on Sunday.

Advertisers appreciate this effective way of "reasoning with them" for The Times - Picayune regularly carries more advertising appealing to men especially than any other New Orleans newspaper. In such classifications as automobiles, building materials, financial, hotels and restaurants, men's furnishings, men's shoes, office appliances, radio and tobacco, The Times-Picayune's leadership is unquestioned. And that leadership is increasing.

## The Times-Picayune

**In New Orleans**

Member 100,000 Group of American Cities, Inc.  
Member Associated Press

Representatives: Cone, Rothenburg and Noe, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.

## *The 10th of the Month is Eagerly Awaited*

More than a million and a half families look forward each month to Cosmopolitan day.

A new treat of the world's best in current fiction and features awaits them. The new May issue contains many a thrill. The names of the contributors shown below give ample assurance.

### *3 Serials*

- Dangerous Business *by* Edwin Balmer 44  
*Illustrations by* R. F. Schabelitz  
The Mating Call *by* Rex Beach 68  
*Illustrations by* W. E. King  
The Bacchante *by* Robert Hichens 84  
*Illustrations by* W. Smithson Broadhead

### *A Two-Part Story*

- The Wise Wife  
*by* Arthur Somers Roche 28  
*Illustrations by* John La Gatta

### *11 Short Stories*

- This Man's World *by* Irvin S. Cobb 34  
*Illustrations by* James Montgomery Flagg  
Jungle War  
*by* Capt. John W. Thomason, Jr. 40  
*Illustrations by* The Author  
Hurry Kane *by* Ring W. Lardner 52  
*Illustrations by* J. W. McInerck  
Three Lumps of Sugar *by* Amory Hare 56  
*Illustration by* F. R. Granger  
The Lion and the Lamb  
*by* Peter B. Kyne 58  
*Illustrations by* Herbert M. Stoops  
A Lady of Temper  
*by* Gouverneur Morris 62  
*Illustrations by* Charles D. Mitchell  
The Curious Conduct of Old Man Kragg  
*by* William Johnston  
*Illustrations by* Marshall Francis  
An Option on Love *by* Royal Brown 80  
*Illustrations by* Dudley G. Summers  
Help Yourself to Hay *by* Dixie Willson 90  
*Illustrations by* W. E. Holland  
For the Girl Back Home  
*by* Frederick R. Bechdolt 94  
*Illustrations by* Forrest C. Crooks  
To Be Held for Ransom  
*by* E. Phillips Oppenheim 98  
*Illustrations by* Dalton Stevens

## 10 Features

The King Counts His Pennies	
by Hannen Swaffer	19
Relating the Story of His Life	
by Charles Dana Gibson	20
The Woman Lincoln Loved	
by Honore Willsie Morrow	22
<small>Illustrations by Dean Cornwell</small>	
Experiences in the Occult	
by E. Barrington	38
Debts	
by Clare Sheridan	43
Youthful Suicides	
by Will Durant	50
Delilah	
by Milt Gross	66
<small>Illustrations by The Author</small>	
My Own All-American Team	
by George Ade	74
The Brass Clasp	
by Opie Read	82
<small>Illustration by Forrest C. Crooks</small>	
He Beat Broadway	
by O. O. McIntyre	88
Cover Design	
by Harrison Fisher	

Automatically such an array of noted talent selects a class audience,—those who appreciate the difference between mediocrity and the best.

So good it must be read; so much that it is certain to be read again and again; and a variety sufficient to assure its being read by every reading member of the family,—this is a picture of Cosmopolitan's place in each Cosmopolitan home.

Under these most favorable conditions Cosmopolitan will carry your advertising message into more than a million and a half homes,—homes of better than average desires and buying power, and concentrated in the important marketing centers where 80% of the nation's business is done.



*Invite a Cosmopolitan representative to give you further information.*

### Advertising Offices:

326 W. Madison St.

Chicago, Illinois

119 W. 40th St.

Gen'l Motors Bldg.

Detroit, Michigan

5 Winthrop Square

Boston, Mass.

625 Market Street

San Francisco, Cal.

## The biggest crop in America is MILK



IF you should ask a half dozen of your associates this question: "*What is the American farmers' biggest crop?*" the chances are that not one of them would answer correctly. They would name Wheat, Corn or perhaps Cotton.

But as important as these major farm crops are, the bottle of milk delivered to your door each morning represents the farmers' most valuable crop.

In 1926, according to Government reports, the wheat crop was valued at a billion dollars; the cotton crop at a billion and a half, and the corn crop at two billions. In contrast, the 1926 milk crop was worth nearly

three billion dollars—more than the combined value of both wheat and cotton.

Aside from the fact that the dairy farm family has a greater income and a buying power equal to that of all the wheat and cotton farmers, it is significant that their income is uniform and regular throughout the year. For the milk crop is harvested<sup>o</sup> and sold every 24 hours—the dairyman's capital turnover is 365 times a year.

A wider knowledge of these facts is overturning many beliefs that all farmers are equal. They are bringing to light the greater sales opportunities available in this prosperous farm market through the national dairy farm magazine—The Dairy Farmer.

# THE Dairy Farmer

*"The National Dairy Farm Magazine"*

E. T. Meredith, Publisher, Des Moines, Iowa

# Do You Select Employees by a Bertillon System?

Some Thoughts on Advertising For and Hiring Men

By a Personnel Executive

**P**RINTERS' INK of March 17 opened a subject editorially, in "Man Wanted," which may well be heeded by advertising executives in the face of a tremendous labor turnover in this industry.

Advertising men bear an odious reputation with many business men. The sales manager for one of the large automotive accessory companies recently classed all advertising men with journeymen printers. The advertising turnover in that company was something over 100 per cent per annum in a fairly large department. He overlooked a sales executive turnover of at least 50 per cent. This record cannot be laid altogether to inefficient men, but perhaps reflects either the company's inability to select men or upon its working conditions.

This, in the experience of the writer, is a typical instance and one which causes thoroughly efficient advertising men to read and reply to "Man Wanted" advertisements. Really efficient men are on the market at all times. But how to contact with them? Indeed these men would welcome a solution even more than would the manufacturer who always has some clerk who can pinch-hit.

Help wanted advertisements are of as great interest to the economist as a commercial weather vane. Indeed the balance of help and jobs wanted, the tenor of the requirements, have a very definite story of current business for any business man. The advertising man especially, in studying the employment advertising, is impressed with the gross inefficiency of practically all of this type of advertising copy. Space is cheap and the copy is left to writers who usually are untrained either in copy writing or in job analysis.

Thus the advertisement misrepresents the company most unjustly.

As for "Positions Wanted," one must often wonder whether an employer ever reads them. If they are read, how representative are they? The conscientious man seldom can become impersonal enough to "blow his own horn." On the other hand, the good self-salesman seldom remains sold.

WANTED, then—a real clearing house for men and jobs, one which will be respected by both.

A well-known personnel executive recently expressed this need to the writer.

PRINTERS' INK should be the answer for all interested in advertising. Is it? Evidently not according to Mr. Jennings. The employers must take the initiative in creating this clearing house for their own protection.

## AN ADVERTISER UNASHAMED

Frankly, one of the few really open faced, honest advertisements for a man which has come to the writer's attention was in PRINTERS' INK about 1913 or 1914. *Vogue* used a full page to describe its need and then signed the advertisement. Of course, replies were numerous. In the law of averages, the pick of the profession was at *Vogue's* command, with its history so stated as to be readily compared. After searching the field in this intelligent manner, *Vogue* had the further courtesy to thank every applicant and explain its regret at its inability to place more than one of the many capable men who wrote. Was ever good-will purchased at lower cost?

In contrast, many are the complaints of capable men who know well what they can best do, but who, perforce, must work at once. In a last effort they answer

"blinds." Seldom, do they receive a reply unless it is a commission sales job where all comers are tried.

The advertiser naturally gets a poor selection from blind advertisements as they do not invite the best men available and because replies are not directed at any particular industry or experience requirement. In PRINTERS' INK the classified advertisements seldom state either location or industry, both of which are of prime importance to the applicant.

The only honest excuse for a blind advertisement is to save the trouble of replying to applicants. So long as employers are lazy, they can expect lazy results.

There is a further point which is pertinent at this time. A recent meeting of the American Management Association devoted nearly a week to the discussion of personnel problems, with considerable emphasis on references. These are but means for introduction of an unknown applicant. The business organization with a standing in a community needs no introduction but the applicant should furnish credentials to make himself known. Mr. Jennings' request for PRINTERS' INK to recommend a man calls only for an introduction in another way. It is natural to want about us those whom we know will be agreeable. And of two equally desirable men, who wouldn't select the personally recommended man rather than one who answered even a signed advertisement?

Personality is daily in greater demand in business. Chauncey M. Depew is quoted as saying "When I am hiring a man, what weighs with me is efficiency, adaptability and personality. Will he be agreeable to have around?"

But this credential business or as is better known, "references," has reached an idiotic stage in our business life which again is chargeable to the laziness of the employer. Few employers have the courage to select men on their own judgment. The rule, even in big corporations, is to ask every applicant to fill out a question-

naire and then the employer writes to every former employer. This business of cumulative employment references becomes so obnoxious to former employers that they soon show a note of sarcasm or refuse to reply. This damages the applicant unjustly and usually for no reason in his control.

*If employers have enough faith in the judgment of the applicant's previous employer to ask his opinion, why not have faith to accept his employment as evidence of the applicant's past worth, and quit pestering the entire gamut of the man's record?*

What good are references anyway? We all know concerns who have a rule that no comments will be made on former employees. We all know others who give references to get rid of an employee.

The employment specialist will approve PRINTERS' INK appeal for "a frank statement of the employer's wants and the qualifications necessary to the position to be filled, in paid space over his own name." Facts show that thoroughly efficient men can be secured by advertisements, but these advertisements must be as open faced as the employer expects the man to be. Once in contact with an interesting applicant, consideration must be used in handling him. The bigger the job, the bigger the requirement, the more dignity the applicant will possess. He does not take kindly to the Bertillon methods habitually used by the majority of employers. The modern business house will appoint a personnel officer, one who can judge men, and will not ask references back of the previous employer. This company will get a better man of any grade by selling him its dollars for the currency of his labor.

### Appoints C. J. Oliphant Agency

The Felix F. Daus Duplicator Company, Inc., New York, manufacturer of Tip-Top and other duplicating devices, has retained the C. J. Oliphant Advertising Agency, Inc., New York, to direct its advertising account. Religious and educational papers will be used.



# HOW ?

The women's publications know the value of helpfulness. That's why they have departments to answer the HOWS. So does Success Magazine—the only publication in the general field featuring service departments.

*A reader (bride) says: "Thoroughly appreciate its helpful ideas."*

[*A foreign-born Chinese tells "Why the Chinese People Hate the British"—in the May issue.*]

## SUCCESS MAGAZINE

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GRAYBAR BUILDING, NEW YORK CITY

## How Bakers Break Down Advertising Appropriations

**S**TATISTICS gathered from a survey of advertising activities on the part of the baking industry have been analyzed to uncover what general methods are being followed in determining advertising appropriations and the selection of mediums. The results are given in a report in "Baking Technology."

The survey was conducted among 402 bakers in thirty-six States and covered their operations for 1925. With reference to the percentage of total sales used for advertising, L. A. Rumsey, of the trade promotion department of the American Bakers Association, found that a study of the returns revealed a figure which could be determined as an average. This was 1.57 per cent. He is careful to point out the dangers of using such an average, however, because of the wide variation among actual percentages.

The tendency is to start with 1 per cent of total sales in smaller plants, gradually increasing until 4 per cent is reached, where returns on advertising are satisfactory, then dropping down to a lower ratio in order to keep the product before the consumer. In determining the average, the figures were weighted on a basis, for instance, that a thousand dollars of advertising at 2 per cent has ten times the effectiveness on the average of a hundred dollars at 3 per cent. Twelve per cent of the bakeries reported 2 per cent while one-fourth of the bakeries were included in the 1 per cent block.

As to increased business resulting from their 1925 advertising, fifty-six bakeries reported increases over normal, mostly between 20 and 25 per cent, but four of these were 100 per cent and seven more were 50 per cent or better. The normal business increase for the whole group is approximately 18 per cent.

More money was spent for newspaper advertising than for any other medium, amounting to 40 per cent of a combined advertising

budget of \$4,500,333. The 200 plants using outdoor advertising devoted nearly 29 per cent to that purpose. Those bakers reporting the use of car cards spent 16 per cent. More than fifty plants reported the use of direct mail, spending approximately 14 per cent on this medium.

Half of the survey group distributed window display material, devoting slightly more than 19 per cent to such dealer-help material.

The reports were made during the second half of 1926, so that the advertising appropriations for that year were pretty well established. In only thirteen cases out of the 400 did the bakers indicate they would decrease their budgets. A few reported about the same for 1926 and the majority had determined to increase their budgets. For the entire 400 the increase amounted to about 10 per cent, or a total of a half-million dollars over the 1925 expenditure.

### George W. Hinman Dead

George Wheeler Hinman, writer on business and financial subjects for the Hearst newspapers and publisher of the former Chicago *Inter-Ocean*, died on March 31.

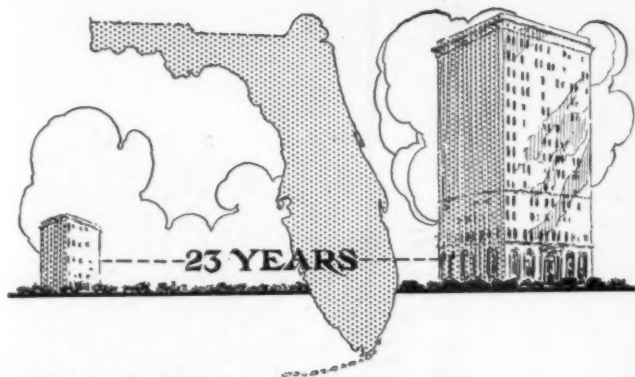
After the passing of the *Inter-Ocean* Mr. Hinman was for a time president of Marietta College in Ohio. He was in full charge of publicity during the campaign of the late President Harding. For a time Mr. Hinman was publisher of the Chicago *Herald and Examiner*. During the last four years he has been writing financial and business articles.

### R. S. Bartlett Now American Woolen Selling Agent

Raymond S. Bartlett, general manufacturing agent of the American Woolen Company, has been appointed selling agent, with headquarters at New York. He succeeds John W. Burrows, who is retiring after a life-term of service with the American Woolen organization. Mr. Bartlett joined the company when it was founded in 1899.

### George Brosch Appointed by Automotive Association

George Brosch has been appointed special merchandising representative for the Pacific Coast by the Automotive Equipment Association, with headquarters at San Francisco. For a number of years he has been Western sales manager for the Electrical Research Laboratories, Chicago.



## Florida Property Values Increase 709% in 23 Years

JACK'S proverbial beanstalk had nothing on Florida for rapidity of growth. For in the past quarter-century this state has startled the world with its remarkable development.

Tax records of the Florida comptroller's office show that the property of the state has increased some 709 per cent since 1903... and Florida has just begun to grow!

Tax records also show that Duval County, in which Jacksonville is located, now leads all other counties in Florida, in value of personal property and of telegraph and railroad property.

Jacksonville and its rich surrounding territory offer a fertile field which the manufacturer or distributor can thoroughly and economically cultivate by advertising in . . . .

**The Florida Times-Union**  
JACKSONVILLE, FLA.

From coast to coast  
the intelligence, the  
influence, the all-  
around excellence,  
of the Times-Star's  
Automobile Section  
has become com-  
mon knowledge ~ ~

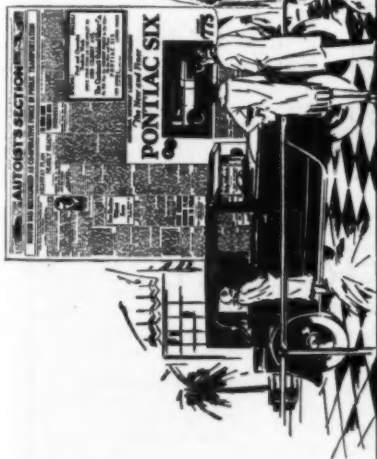
*All Right  
Let's Go-*

WHY DID we build up such  
A KEEN automobile section  
WHICH IN the course of time  
HAS BECOME famous all over  
THE REPUBLIC simply better to  
SERVE OUR readers and that  
MEANS BOTH buyers and sellers  
OR PUBLIC and dealers stop  
THE NATURAL destiny of every  
GOOD NEWSPAPER is service and  
MORE SERVICE and that is right  
AND GOOD because it makes for  
GROWTH health and prosperity  
AND IF you think this is just  
THEORY reflect on these 2 items  
FIRST THE automotive advertisers  
WHO MADE the best sales progress  
IN 1926 were the ones who put

THE TIMES-Star and secondly  
BY THE token of service this  
SAME TIMES-Star carries more

FIRST THE automotive advertisers  
WHO MADE the best sales progress  
IN 1927 were the ones who put

THE TIMES-Star and secondly  
BY THE token of service this  
SAME TIMES-Star carries more  
THAN 500 exclusive accounts and  
IN TOTAL business has led the  
FIELD FOR 19 consecutive years  
SIX DAYS for us against the  
OTHER FELLOW'S seven these  
THEN ARE the rewards also the  
FACT IS that the Times-Star  
GIVES PRACTICALLY the same  
CIRCULATION as the leading  
SUNDAY PAPER and costs 35  
PER CENT per Line less and  
NOBODY can last that of  
SO HAVING proved our case  
WE INVITE you to use or to  
CONTINUE TO use our columns  
AND AS to results just  
LEAVE IT to us



# THE CINCINNATI TIMES-STAR

MEMBER AUDIT BUREAU CIRCULATIONS

CHAS. P. TAFT, Publisher

Eastern Representative:

MARTIN L. MARSH Phone Pennsylvania 0408  
24 West 40th St., New York City, N. Y.



C. H. REMBOLD, Manager

Western Representative:

KELLOGG M. PATTERSON Phone Cent. 5065  
904 Union Trust Bldg., Chicago, Illinois



An  
Increase  
of

**26½%**

**In Advertising  
Lineage**

In April, 1927, advertising lineage in **THE FARMER'S WIFE** increased 26½% over April, 1926. Such a splendid gain indicates the recognition which advertisers are accord-  
ing the farm woman as a buy-  
ing influence.

**THE FARMER'S WIFE** has made such rapid strides in editorial content, farm circulation, and material aspect, that good merchandise finds it a highly suitable medium for sales to rural folks.

This magazine is the only one in America published exclusively for farm women. It reaches a class of intelligent women who are keenly interested in home betterment—women who make nine-tenths of the purchases for the farm.

## THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.

Eastern Representatives  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# Memo to Sales Executives: "Get Out in the Field"

Visits to Branch Offices and Dealers Often Result in First-Hand Knowledge That Leads to the Solution of Many Sales and Distribution Problems

By Henry B. Northup

THE president of a large company selling supplies to the textile field was going over the monthly sales figures for each of the branch offices of the company. He confined his attention to the products which he knew to be of major importance, and as he checked over these products he noticed that one product for the Chicago branch showed a very considerable loss in business. He called in the vice-president in charge of sales and asked him if he knew what the trouble was.

"No," said the vice-president, "I don't know what happened, but I wrote the manager several days ago to find out what explanation there was for this loss in business."

"Wrote?" exclaimed the president, "It seems to me that this is such an important loss that you should have taken the first train to Chicago and gone into this situation personally."

"Well," replied the vice-president, "I was too busy when I first saw those figures and it is a long trip to Chicago."

The president looked at his associate rather sharply and asked: "How long since you have been in the Chicago branch?"

"It was about three years ago, but of course the manager comes on to New York three or four times a year." Then the vice-president went on in a defensive manner: "I don't see the necessity of wasting time in going out and calling on our branch managers so long as we think they are competent to handle their business. There are so many things to do here at headquarters that it takes up all of my time. I even work overtime practically every day trying to get through my work."

The president of this company

was new to the business and to the industry in which that company was operating. To say the least, he was rather surprised to find that his sales manager was so little interested in going into the field to study conditions at first-hand. Rather than make an issue of this particular case, he decided to send one of his own assistants to Chicago to get a report on the sales problems and difficulties of that division.

So the next day the Broadway Limited carried a representative from headquarters on his way to visit a branch office doing a volume of business amounting to more than \$2,000,000; a visit which would mark the first call of an important headquarters executive to that branch in more than three years.

## BRANCH MANAGER'S HOSTILITY DUE TO INFREQUENT VISITS

When the president's assistant walked into the office of the Chicago manager, the air fairly breathed hostility, defensive hostility. The manager had been advised by wire that he was to have a visitor and in as much as it had been such a long time since he had had any visitors of any importance from headquarters, he read into this situation nothing but a desire on the part of the new president "to get something on him" or else to start dictating to him how he should run his business. The visitor's first problem was to convince the Chicago manager that the principal purpose of the visit was to get the facts as to his problems and difficulties and to use this information as a guide to the change, if necessary, of price and product policies and as a guide to the development of a plan of action in-

tended to help regain lost business.

Within two days each important product in that territory had been reviewed and discussed in detail and an analytical statement drawn up as to the problem and the present situation. In some cases the conferences developed definite recommendations as to changes in price or policy. In other cases, the discussions brought out the fact that the branch was at fault. In these latter cases constructive suggestions were made as to how lost business could be regained.

Then a wire was sent to New York advising the president that the difficulties and problems of the Chicago branch, which had become aggravated over a period of months and years, could best be solved by having the vice-president in charge of sales pay a visit to the branch. This resulted in that official going out on his first visit in more than three years. In the course of this visit the Chicago manager secured the help that he required and gave first-hand information to the vice-president which resulted in radical improvements in some products, changes in the prices of others and some changes in policy. Differences of long standing were cleared up very quickly when these two men sat down face to face "on the job."

The vice-president admitted that he got more real value out of this trip than any he had taken in years and that it would be repeated regularly—and it has been.

#### CASES OF ABSENTEE MANAGEMENT NOT DIFFICULT TO FIND

Now, is this situation exceptional? My experience leads me to believe that there are still a great many presidents and sales managers who do not see the value of field contact. Take, for example, the situation in a certain large shoe manufacturing company. Here was an old-fashioned firm and it would have seemed no more than natural that a member of the family which owned the business and was active in its management should have made it his business to

call on branch offices more or less regularly. Yet when this subject came up for discussion, it was brought out that the Atlanta division of this business, for example, had not been visited by any member of the head office for more than two years. It was further brought out that the manager of the Atlanta office, although his territory covered ten different States, had not been ten miles from the center of his city in the three years that he had been manager. Another branch manager of this company admitted that his office work kept him so tied up that he could not average two days a month out of his office and in territories with his salesmen.

Probably the clearly evidenced lack of desire on the part of headquarters executives for traveling influenced the branch managers in their dislike for putting in time this way. At any rate, the branch managers were operating strictly on their own and the salesmen in each branch were operating about on the same basis. The first result of this policy was a lack of understanding on the part of branch managers of the true conditions and requirements of merchants in their territories. Another effect of this policy was a considerable amount of unnecessary misunderstanding between salesmen and managers and between managers and headquarters executives.

The president of this company admitted he had not been to his second largest branch in twelve years. What a commentary on his knowledge of the wonderful ideas and plans that can be originated in field contact!

You say that it is the exception rather than the rule that sales executives do not travel in the field. In a city of 50,000 in New England I know intimately the managers and operating methods of five different businesses. In not one case do these executives spend a week a year in the field with their salesmen. All of these executives depend upon the written comments of customers or upon the personal discussions with



# NATION'S BUSINESS

Mr. H. L. Ferguson, Pres.  
Newport News Shipbuilding & Dry Dock Co.  
Newport News, Va.

April



1927

Cities Enter The New  
Competition *by Merle Thorpe*

Who Gets Your New Tax  
Billions ? *by W<sup>m</sup> P. Helm, Jr.*

*The* Not-So-Good Old  
Days *by William Feather*

*Map of Nation's Business, Page 46*



Published at Washington by the Chamber of Commerce of the United States

A QUARTER OF A MILLION CIRCULATION

**Everywhere . . . . .**

"Wherever I go I find Nation's Business on  
the desks of the big executives."

—HOMER L. FERGUSON, *President Newport  
News Shipbuilding and Dry Dock Company.*

the salesmen when they come into the factory to give them information on trade and field conditions.

On the other hand, take the bright side of the picture. Analyze the success of some of the outstanding manufacturers in competitive fields in this country. Take, for example, a prominent company such as the American Radiator Company. Every executive of the sales department of this company spends many weeks a year in the field in calling on branch offices, traveling with salesmen and calling on customers and prospects in the heating and plumbing business. The result is a type of sales planning and sales effort which is outstanding in the results that are secured.

The branch managers of this company thoroughly believe in the policy of field visits as the principal means of keeping proper control of their business. All of its managers travel a great deal and know intimately at first-hand the conditions existing in every territory as well as every important city and town in their own territories.

Changing conditions in the markets of the country make it more difficult than ever for sales executives to do business at long range. Two forces have combined to bring the nation's markets right to the door of the manufacturer. These two things are advertising and the greatly improved transportation facilities of the country. When the buying unit gains the mobility possessed by the average American citizen of today, he is placed in a position easily to satisfy the many wants which are built up by advertising, and with this, sales managers find themselves faced with a new set of conditions.

Field study of sales problems by actual contact with markets and with dealers and consumers in those markets makes for improvement of effectiveness of distribution methods and for the reduction of final cost to the consumer. Those organizations which are able to maintain low costs for their selling work will usually be

found to be headed by executives who, through field contact, have their fingers constantly on the pulse of business in the territories in which they do business. These executives are informing themselves at first hand of the problems and selling possibilities of their dealers and their salesmen. This first-hand knowledge very often leads to improvement of results, both as to product and as to the method of distributing that product.

In the modern scheme of selling, two problems lately have come in for considerable study. The first problem is: the salesman's problems, which modern sales executives are studying nowadays from the difficulty angle—that is, they are trying to help their salesmen to do more effective selling work by analyzing the difficulties which those salesmen meet in their work, and by developing ways and means by which the sales department may most effectively assist these salesmen to overcome their difficulties.

#### THE RESALE PROBLEM

The second big field of work which is coming in for discussion and study on the part of the modern sales executive, is the problem of resale, a very important matter to the great group of dealers and distributors through whom the largest bulk of the output of American manufacturers is distributed. The attitude of sales executives today is no longer "How much can we get these dealers to take?" but "How can we help our customers make larger net profits on a considerable turnover of our product?"

The resale problems of the retail trade cannot be studied at long range. Solutions for these problems cannot be decided upon by making large draughts on the imagination. First-hand knowledge of conditions in various parts of the country and in various types of retail outlets becomes essential for the most effective solution of the dealers' resale problems. Obviously this information must be collected through field contact.

Likewise in studying the diffi-

# Notice

**T**HE NEW YORK TIMES will announce in these pages next week a new high record average net paid sale, for the six months ended March 31, 1927.

The increase in circulation of the highest quality represented by the readers of The New York Times, in the richest market in the world, is something of the utmost importance to advertisers.

The Times gain is the most significant circulation trend in the quality newspaper field.

**The New York Times**

*First in the First Market*

# Try the New

But not at the risk of  
discarding the old

*That's fundamental to safe advertising*



**T**HE urge to try "something new," to do "something different" is common to all men.

In advertising, it is both a wisdom and a folly. Wisdom when the new is tried without interference with the proved old. Folly when the proved old is discarded for the new.

If for years you have used a certain group of magazines with success, don't discard even ONE for a new. Add the new if you wish. But, too, keep the old.

Those proved publications are your market place. Dropping out of one, even for a month, is like a merchant in Pittsburgh closing his store there while he's over opening another store in Cleveland.

When you start in a publication, **STAY** in it. When you adopt a certain list, don't change it. No business was ever built by picking up a few customers

in one spot, then ignoring them, then jumping to another spot, then to another and so on.

Remember always that the buying public is fickle. When you are not on the ground, your competitor is. When you are not telling your story, he is telling his. He may make himself so attractive that you, the reader's friend for years, may be forgotten to the point of profit danger.

If your appropriation is limited to two publications, use those two to their utmost. Then ADD a third, then a fourth. But add none at the expense of the original two.

Note most successful advertisers of today. Check back over the years. "Try the New, But Not at the Cost of the Old" will stand out as a common-sense practice in purchasing advertising space.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 North Michigan Avenue  
LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue  
WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment  
SAN FRANCISCO  
225 Bush Street

*Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.*

culties of salesmen and attempting to develop solutions for these difficulties, the information must be collected at first hand, in the field. Changing conditions make it more difficult than ever for the sales executive to do business at long range. Neither the executive at the head of the modern organization nor the executive at the head of the sales department can afford in this day and age, to be satisfied with second-hand reports on what is going on in their markets.

Periodic trips through the territories, traveling with salesmen and calling on dealers and distributors will furnish both the facts for arriving at decisions and also the motive power for doing the exceptional job in promoting the interests of distributors, reducing the cost of distribution and making certain the placing of the products of the company in the hands of the ultimate user with the least trouble and at the lowest cost.

### New Accounts for William J. Grover Agency

The Buckeye Machine Company, maker of Horizontal oil engines, and Gramm Motors, Inc., maker of Gramm trucks and coaches, both of Lima, Ohio, have appointed The William J. Grover Company, Inc., of that city, to direct their advertising accounts. Business papers and direct mail will be used.

### Red Sun Products Company Appoints Reincke-Ellis

The Red Sun Products Company, Chicago, maker of Double Dutch malt syrup, has appointed the Reincke-Ellis Company, Chicago advertising agency, to direct its advertising account. Newspapers, including the foreign language press, will be used.

### Boston Export Round Table Appoints G. R. Burkhardt

George R. Burkhardt, vice-president of the White & Wyckoff Manufacturing Company, Holyoke, Mass., has been appointed a member of the 1927-1928 executive committee of the Boston Export Round Table.

### International Silver Net Income

The International Silver Company, Meriden and Wallingford, Conn., for the year ended December 31, 1926, reports a net income of \$1,470,647, after charges and Federal taxes. This compares with profits of \$969,317 in 1925 and \$1,008,620 in 1924.

gressmen. It is required that all mail be printed in a manner that leaves ample space for the address, and so long as the franked mail complies it is treated like any other first-class mail matter.

### Y. M. C. A. Starts to Advertise Building Campaign

Car card and outdoor advertising are already being used to advertise the campaign which the Young Men's Christian Association will conduct in New York from May 3 to May 13 to raise \$6,500,000 for new buildings. Newspapers will be used beginning April 10 and will continue with increasing ratio until the end of the campaign.

Sub-committees, in charge of the various phases of publicity are headed by the following: Newspaper display advertising, Charles C. Green, Bruce Barton, and W. L. Larned; car cards, Barron Collier; campaign booklet, James W. Newcomb; outdoor advertising, Kerwin H. Fulton; photographs, James Elliott; radio, M. H. Aylesworth, and motion pictures, Jerome Beatty.

### American Piano Profits Increase

The American Piano Company, New York, and subsidiaries, report for the year ended December 31, 1926, a net income of \$1,775,429 after depreciation, Federal taxes, etc. This compares with a net income of \$1,561,214 in 1925. The products of the subsidiary companies include Ampico, Chickering, Knabe and Mason & Hamlin pianos.

### Join Doremus Agency

H. Jenkins, for a number of years copy chief with H. W. Kastor & Sons Advertising Company, and later with the Mason Warner Company, has joined the Chicago staff of Doremus & Company, advertising agency.

T. Harold Curley, formerly with Albert Frank & Company, has joined the Boston staff of Doremus & Company as an account executive.

### Appoints The Clark Collard Agency

The MacLeod Manufacturing Company, Chicago, Dormeyer electric household heaters, Sperry telephone arms, etc., has appointed The Clark Collard Company, Chicago advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### W. C. Roux Has Own Business

William C. Roux, formerly with the Joseph E. Hanson Company, Inc., advertising agency of Newark, N. J., has started his own advertising service at New York.







*Spending \$20  
with each tick  
of the clock!*



Such is the tremendous purchasing power of Milwaukee Sunday Sentinel readers — composing Wisconsin's largest newspaper family. Six days in every week, they spend more than \$72,000 each hour in supplying their manifold wants and needs.

*Their annual expenditure  
approximates \$175,000,000*

*You Can Make Them  
Ready, Steady Customers*

## THE SUNDAY SENTINEL

*Milwaukee and  
Chicago Edition*

*By far the largest circulation of any Wisconsin  
Newspaper*

### National Advertising Department

NEW YORK	CHICAGO	BOSTON	SAN FRANCISCO
W. W. CHEW	W. H. WILSON	W. W. CHEW	T. C. HOFFMEYER
285 Madison Ave.	Hearst Building	1033 Little Bld.	Monadnock Building

# One Family that Buys with



## The Soft-hearted Man... the Hard-headed Woman...

*H*E buys candy, perfume, beads and baubles: He is a connoisseur of lingerie, negligees and hosiery. He brings home love or peace offerings of jewelry, purses, gloves and stationery. When his heart is soft, there's simply no limit to his gift purchases.

And *she* buys carpet sweepers, household wares, foodstuffs and dress goods. She selects the family needs and her personal wants. Being hard-headed she separates the facts from the flowers and spends her money wisely but liberally.

# NATIONAL ADVERTISING

NEW YORK

1834 Broadway

CHICAGO

326 W. Madison St.

# h Budget of Four Billion a Year



They belong to One Vast Family, this affectionate man and canny woman. There are over a million of them daily and over 5 million on Sundays. They spend to the tune of four billion a year. They use the Herald and Examiner as their buying guide and gift counsel. They're prudent, practical and prosperous. Free-thinking and fair-minded.

Tell this Big Herald and Examiner Family what you have. Let our representative call upon you and show you how and when to win their confidence.

## CHICAGO HERALD and EXAMINER

The Largest 3c. Morning  
Newspaper Circulation  
in America

The Largest Sunday News-  
paper Circulation  
in America

## ING DEPARTMENT

BOSTON  
No. 5 Winthrop Sq.

SAN FRANCISCO  
Monadnock Building

*"Sell it in the all-day home newspaper"*

# 1,120,022

—largest Circulation in  
the history of the Sunday  
New York American

## *Gain 56,681*

And note how these figures break down.

The net paid circulation of the Sunday New York American for the six months ending March 31, 1927 was 1,120,022—the largest in its history—a gain of 56,681 over the preceding six months.

Concentrated where buying power is concentrated. 98 per cent of this great audience lives in the 4 states—New York, Connecticut, New Jersey and Pennsylvania—closest to New York City—not scattered all over the United States. The largest circulation of any standard newspaper in a similar area in this country.

In Metropolitan New York its circulation was 772,898—the largest Metropolitan circulation in its history—over 41 per cent of the total circulation of all four standard Sunday newspapers. The greatest Metropolitan circulation of any standard newspaper in America—morning, evening or Sunday.

## Sunday New York American

*"The Backbone of New York Advertising"*

NATIONAL ADVERTISING DEPARTMENT

NEW YORK  
1834 Broadway

CHICAGO  
35 E. Wacker Drive

BOSTON  
5 Winthrop Square



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# Advertising Scores a Strike for Bowling

Bowling and Billiards Also Are Being Featured in a Newspaper Campaign

THERE lies dormant a great interest in both bowling and billiards which might be awakened with profit to the many recreational establishments devoted to these pastimes. That the business as a whole has been notably remiss in stimulating public interest is evidenced by the infrequent advertising which is done.

Both are games of competition which makes it necessary for more than one person to be moved to action. The broader the interest created, just so much easier will it be for a group to get together in a match. A recent instance, in point, is the bowling contests which are conducted by the Advertising Agents Athletic Association of New York. The formation of this group has done much to arouse interest in bowling in advertising agency circles. Many business and social organizations have similar bowling leagues but the number would be much larger if the idea of bowling were consistently advertised.

Spasmodic advertising will not accomplish the desired result. What is needed is a carefully planned campaign that will develop a cumulative effect. A commendable example of such a campaign is that being conducted in Detroit by the Recreation Building.

This campaign aggressively tackles one difficulty which is generally recognized as a handicap. Reference is made to the unsavory reputation borne by pool

parlors, a factor which keeps many people from indulging in these games. It is the principal objective of this campaign to create an atmosphere of dignity and quiet refinement, divorcing the Recreation Building completely



## YOUR FAVORITE GAME

Bowling or billiards, whichever it may be, will mean more enjoyable and profitable fellowship at Recreation Building.

In addition to the city's finest plays and sales, you will find, every other week, the most interesting and profitable being conducted in your leisure hours. Longing for sports, such as tennis, basketball, and other games, you will find them all at Recreation Building. Many more inside this great Downtown Club.



## YOUR DOWNTOWN CLUB

Your favorite game will be more enjoyable at Recreation Building because of its service, equipment and air of good fellowship, whether it is

## Bowling or Billiards

In addition to 16 bowling alleys and 16 billiard tables you will find a 25 room hotel, shop, dance floor, snack bar, soda fountain and cigar stand. Recreation Building—the largest and finest of its kind in the world—is truly a downtown club.



## Billiards

—and Companionship!

At Recreation Building the word "billiards" means more than just the game itself. For here, evening after evening, you must enjoy an hour or two of active leisure and companionship. Besides the friendly competition of the game, day after day of the day's events, then perhaps a quiet or the soft lighting, or peaceful moments while resting in the lounge room. This is their downtown club. Yes, you, too, make it yours.



## BOWL

## At Noon

Keep fit! Take time enough to bowl a game each day—during your lunch hour, or at some other time.

Anytime you choose to come, you will find a congenial crowd bowling on Recreation Building's 16 alleys. Many more inside this great downtown club.



FOUR EXAMPLES OF THE NEWSPAPER SERIES WHICH FEATURES RECREATION BUILDING AS A CLUB

from any association with the admittedly low standards of many billiard rooms, pool halls and bowling establishments. Incidentally, this is something which the Brunswick-Balke-Collender Company has tackled in special advertisements from time to time.

This objective ties up readily with another idea which has been emphasized throughout the campaign. The building offers practically everything to be found at a club and consequently the suggestion is made that patrons make it their downtown club. This repeated suggestion has found a ready response, particularly among

those who desire club facilities but who cannot afford membership fees and dues. To them the next best thing is the Recreation Building with its quiet comfortable lounge rooms which provide a pleasant meeting place for both sexes. The success of the advertising in promoting this downtown club idea is attested by the frequently heard phrase, "I'll meet you at the Rec."

Of course, the excellence of the playing equipment is stressed occasionally but the paramount notes of the campaign are those mentioned.

The winter campaign started early in September with thirty-inch advertisements in three Detroit newspapers. This copy, which was three columns wide, announced that the "Bowling Season Is Now Open." Since then, the campaign has consisted of single-column, ten-inch advertisements, one of which appears in some one of the three newspapers every day. The schedule is as follows: A bowling advertisement appears successively in each of the three newspapers on Monday, Tuesday and Wednesday respectively. Another advertisement mentioning billiards or both billiards and bowling appears in these three papers the same week. On Thursday, it appears in one newspaper, on Friday in a second and on Saturday in a third. Thus, the Recreation Building is represented in one daily paper every week day. There is no Sunday advertising and all of the advertisements appear on the sporting pages.

Approximately this schedule is maintained from early in September until the end of May. With the coming of warm weather, however, no break is allowed in the continuity notwithstanding that this is a period of dull business. The schedule is reduced about 60 to 75 per cent during June, July and August.

The warm-weather copy has a let-down in strenuousness and suggests that a game of duck pins is an easy, warm weather game that is growing in popularity.

All of the advertisements are

illustrated with pen and ink sketches. One, for example, pictures a smashing ten strike. The clubs are shown hurtling through the air while, lightly sketched in the background, is an alert pin boy.

The summer advertising is important because it is at this time of the year that the Recreation Building lays special stress on its messages to bowling league secretaries. They are urged to increase attendance in their leagues, to get their members out for noon practice and to make arrangements for choosing the Recreation Building as their league home.

As to results it is stated that early last September only forty-eight bowling leagues were under contract. Six months of continuous advertising have increased this number to seventy. Of course, some of these undoubtedly would have signed regardless of any advertising urge, admits Roscoe B. Huston, secretary-treasurer of the Recreation company, but he credits not only a large percentage of the league contracts, but also a great deal of the increase in casual patronage to this campaign.

### P. D. Hyland, Advertising Director, "Your Home"

Philip D. Hyland, who has been Western advertising manager of *Your Home*, New York, has been made advertising director. He is succeeded as Western advertising manager by Harry J. Van Ornum, with headquarters at Chicago. Mr. Van Ornum was formerly with *Garden and Home Builders*, Garden City, N. Y.

### Williams & Cunnyngnam Open Cincinnati Office

Williams & Cunnyngnam, Inc., Chicago advertising agency, has opened an office at Cincinnati. Harry L. Adams, for a number of years with The H. K. McCann Company and, more recently, vice-president of the Prather-Allen Advertising Company, Inc., Cincinnati, is in charge.

### Dale Perrill Joins Reincke-Ellis Agency

Dale Perrill, formerly with Crosby-Chicago, Inc., advertising agency, has joined the staff of the Reincke-Ellis Company, advertising agency of that city, as plan and merchandising counsel.





# Oil

Every fifth barrel of oil produced in the world comes from the fields of Southern California.

A taxicab starting at the Los Angeles Times' office can within three hours visit wells producing 380,000 barrels a day.

Oil commands the attention in Los Angeles that Wall Street does in New York.

Thousands of small Los Angeles property-owners have become well-to-do through the finding of oil under their city lots; thousands of others are on the tip-toe of expectancy through the constant discovery of new pools; other thousands derive income from stock in California oil companies; and still other thou-

sands are interested in oil through direct employment in the industry.

To satisfy this tremendous popular interest, the Los Angeles Times publishes the outstanding oil department of Southern California, another local feature which attracts to it the great body of permanently-settled population, the largest home-delivered circulation in Southern California.

## Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER CO.

360 N. Michigan Blvd.  
CHICAGO

285 Madison Ave.  
NEW YORK

## Canadian Customs Tax on American House Organs

THE BAKER & TAYLOR CO.  
NEW YORK

Editor of PRINTERS' INK:

We have just been advised by the Collector of Customs and Excise at the Port of Toronto, that our house organ, *The Retail Bookseller*, may not be distributed through the mail in Canada without the payment of a customs duty and sales tax. We are confident that a mistake has been made in the classification of our publication, for it has been accepted for mailing in Canada duty free for a number of years.

Could you suggest how we might go about determining what is the right of the matter? For your inspection we enclose a copy of the current issue of "*The Retail Bookseller*."

THE BAKER & TAYLOR CO.

A HOUSE organ published in the United States and mailed to Canada is "advertising matter" and as such subject to a Canadian customs tax of 15 cents a pound. The tariff item reads:

Advertising pamphlets, advertising showcards, *illustrated advertising periodicals*, price books, catalogs and price lists; advertising almanacs and calendars; patent medicine and other advertising circulars, fly sheets or pamphlets; advertising chromos, chromo-types, oleographs or like work produced by any other process other than hand painting or drawing and having any advertisement or advertising matter printed, lithographed or stamped thereon, or attached thereto, including advertising bills, folders and posters or other similar artistic work, lithographed, printed or stamped on paper or cardboard for business or advertising purposes, not otherwise provided for, per pound, 15 cents.

It is further provided that on all goods specified in the above item exported to Canada by mail, in bulk or singly, duties may be paid by Canadian customs duty stamps. Each separate package weighing not more than one ounce shall carry a 1-cent customs duty stamp, in addition to the usual postage stamp and should be affixed to the reverse side of the packages, and heavier weights in proportion to the per pound weight stipulated.

The above regulation has been in existence for a number of years and has always been enforced. It has happened in some cases that house organs, similar

to that published by The Baker and Taylor Company, have slipped through the Canadian customs at Toronto owing to their resemblance to U. S. general magazines which are not subject to an advertising tax. This immunity may have been enjoyed for several years, but inevitably the purely advertising composition of such house organs is detected and the tariff regulation enforced. Apparently that is what occurred in this instance.

The sales tax of 4 per cent of the duty paid value is collectable practically only when advertising is shipped to Canada in bulk and when it has a value sufficient to enable the amount of the tax to be computed.

Supplies of Customs duty stamps in 1, 2, 5 and 10 cent denominations may be obtained at the following places:

Chamber of Commerce, Washington, D. C.

Foreign Trade Secretary, Boston.  
American Manufacturers Export Association, Secretary, New York.

Chamber of Commerce, Director of Foreign Trade, San Francisco.

Chamber of Commerce, Foreign Trade Secretary, Cleveland.

—[Ed. PRINTERS' INK.]

### Charlotte Bank Appoints Hoyt Agency

The American Trust Company, Charlotte, N. C., has placed its advertising account with the Winston-Salem office of the Charles W. Hoyt Company, Inc., advertising agency. Newspapers and business papers will be used.

### R. E. Johnston Joins St. Paul Agency

Ralph E. Johnston, recently associated with the W. Warren Anderson Advertising Agency, Minneapolis, has joined The David Company, St. Paul advertising agency, as an account executive.

### Savage Arms Earnings Increase

The Savage Arms Company, Utica, N. Y., reports net profits of \$627,465 for the year ended December 31, 1926, after charges and Federal taxes, etc. This compares with \$523,169 in 1925 and \$693,799 in 1924.

### Appoints George W. Stearns

The *Golfers Magazine*, Chicago, has appointed George W. Stearns, publishers' representative, as Eastern advertising representative.



[[ Not a scene in Florida, but a Spanish home in a *Furniture Record* subscriber's store doing over \$1,000,000 volume annually. ]]

"I HOPE," said the Advertising Manager of one of the largest furniture factories in the world, "that when you and I are doddering old men our advertisements will still continue in *Furniture Record*." ¶ What better evidence is there of this publication's sincerity of purpose and its ability to make good on an advertiser's schedule? ¶ Should you desire to write this man, we'll gladly send you his name.

## FURNITURE RECORD

*A Magazine of Better Merchandising  
for Home Furnishing Merchants*  
GRAND RAPIDS, MICH.

\*Name on  
request.



*For More Than 26 Years The National Magazine of the Furniture Trade*  
A. B. C. A. B. P.

# Can a million people be wrong in their choice of a newspaper?

MORE than 1,100,000 people in and around New York buy The News every morning—in preference to five other morning papers. Every paper has news. Most papers have the same news. Most papers have most of the news. Why do more than a million people buy and read The News?

Every restaurant has food, all kinds of food. One is an obscure hole in the wall. Another is favored by thousands. It isn't food that makes the successful restaurant but cooks and service. It isn't news that makes a newspaper, but the editors, the presentation.

NEWS comes to every newspaper in great quantities; is gathered by the bucket, but served by the drop. The News has all the news sources of



other newspapers; The Associated Press, whose reports and writers cover the world; The United Press, independent, enterprising, ubiquitous; the City News Service, which watches New York like a police force; the Chicago Tribune wire services, pouring in special correspondence by wire from thirty large cities in the United States, by cable from a score of offices abroad; hundreds of our own special correspondents, who flash every happening New York may want to know; and our own staff of reporters, experienced men and women whose abilities any paper would be glad to have.

The News gets all the news. And The News prints all the news. Day in and day out for the past four years, The News has carried better than 30% of all front page stories in all New York morning papers. When you consider the number of stories that find their way to the front pages because of the papers' policies, and the number of copyrighted special articles run, this average is very high—probably higher than any other New York morning paper's.

How does The News print the news? Condensation, compression,

cutting a story to a statement, re-writing for brevity. Most New York people read headlines; and most New York papers



tell the story in the headlines. Why tell the story in captions in a big paper, when it can be told in legible text in a small paper? A newspaper should be a record, not a history. Most people nowadays are too busy making history to have much time to read it.

ONE thing more—selectivity! The News editors print the news most interesting to most people. After all, real news is only what interests and concerns you. You want to know about other things, but you don't want to know much; a statement, a paragraph, or a headline will do. And by keeping stories short, and the paper small, we have a newspaper that people can really read in the time they have to read it.

Such, in brief, is the news policy of The News. If you don't think that The News carries all the news, make this test—as thousands of News readers already have: read The News first every day for fifteen minutes; then see how much *new* news is left in the other papers.

COULD any newspaper have the largest circulation in America if it wasn't a real *newspaper*? Would more than a million people be satisfied with a paper that wasn't a real newspaper, and when a paper satisfies so many people, mustn't it be a good advertising medium? We leave the answers to you.

## THE NEWS

*New York's Picture Newspaper*

Entire advertisement copyrighted by  
The News. Reproduction prohibited

25 Park Place, New York  
Tribune Tower, Chicago

# How Shall We Charge the Millions Spent in Auto Advertising?

These Millions Have Lowered Automobile Cost, Buick President Says, and Today's Vast Outlay Costs Less Per Unit Marketed

By E. T. Strong

President, Buick Motor Company

THE self-starter, developed only a few years ago, was one of the greatest improvements ever made to an automobile. Today, it is in universal use. Yet, for a long time after it came on the market, it was looked upon with conservatism if not with actual suspicion. People were slow to accept it. Finally, by sheer weight of merit, told and retold in advertising, it got into the buying consciousness of the automobile users.

A remarkable contrast is to be seen in the production and marketing of four wheel brakes and balloon tires.

Within twelve months after the first public mention was made of four wheel brakes, they were standard equipment on substantially every car made that sold for above \$1,000.

Only six months were required, a year or two later, to sell the public most thoroughly on balloon tires.

Advertising did the work in each of the three cases I have named. Why was the accomplishment so hard with the self-starter and so relatively easy with the two other items?

Four wheel brakes were every bit as revolutionary as electric starting. People in general, even including automotive engineering experts, were frankly dubious about their practicability. We all remember the predictions that the

quick stopping which the brakes made possible would inevitably cause many accidents in traffic. At the beginning, the idea did not take hold at all. Automobile owners and prospects, not knowing the four wheel brake principle, were frankly against it.

The same thing is true in a measure of the balloon tire. It was greeted with skepticism and with not a little cynicism. It looked big, awkward and unwieldy. People thought it would cut down the running efficiency of automobiles, make steering difficult and increase gasoline consumption. Where is there an automobile manufacturer today who does not offer balloon tires?

The reason for the pronounced difference in time

necessary to complete the selling operation is that when the self-starter came on the market the public was not yet thoroughly sold on the automobile as such. When four wheel brakes and balloon tires came, however, the automobile was universally accepted and believed in.

In other words, advertising has created a condition of public good-will which the automobile manufacturer may now call upon to serve him in many ways. Take, for example, the experience of our own company. Through many years of consistent advertising we have built up in the public mind belief in, respect for, and acceptance of, the Buick car. We also



E. T. STRONG

have gained confidence in the Buick Motor Company as an institution. When we make a certain claim in behalf of any of our merchandise, therefore, the cumulative effect of this advertising structure we have been building causes the truth of that statement to be recognized quickly and without question.

Today, we can bring out a new model or make some outstanding or even revolutionary improvement (and how can an automobile manufacturer expect to go ahead these days unless he does constantly improve his car?) and obtain quick acceptance for it through advertising. A few years ago, we would have had to put forth many times the effort to obtain acceptance for a new model or an improvement that we do now.

It seems almost superfluous, in this progressive age, to speak in praise of advertising. We all know it to be the one great force in the merchandising scheme upon which depends the success of every other element in the process. Yet, now and again, it is desirable that we become a bit retrospective, view the achievements of advertising in the light of recognized modern business history, and thus renew our faith in it. Even those of us whose belief in advertising is the strongest may become so familiar with it that we accept it as a matter of course and do not know it for what it really is. And, strange to say, there are relatively almost as many unbelievers as there were twenty years ago. I think, therefore, that confessions of faith and the reiteration of the advertising creed are strictly in order—and perhaps will be for a long time to come.

I was wondering just a little while ago whether the automobile industry really understands, in the fullest way, what advertising has done for it. Acceptance of the automobile, in principle, is now universal. People no longer ask: "Shall I buy a car?" If they can finance the transaction at all (and, thanks to the facilities afforded by modern financing corporations,

this too is easy) their question now is, "What car shall I buy?" This was most emphatically not the case even at so recent a period as the development of the self-starter. At that time, the public was just beginning to believe in the automobile. And if we go back still further to the inception of the industry, we find utter disbelief.

Many of us well remember the early automobile shows. In those days, it was customary to build a circular track within a show building around which the cars could be run. Sometimes an incline was constructed on the roof to test the climbing ability of cars. These steps were necessary because most people did not believe the cars would run, and climbing even a small hill was considered impossible!

They had to see the performance with their own eyes.

#### INFLUENCE OF AUTOMOBILE RACING

Public confidence was still further won by events such as the Vanderbilt Cup races, Kolb Cup races and the meets at Ormond Beach. These early races were nothing more nor less than part of the advertising program and contributing factors to the campaign of public education. Of course, they were only supplementary to the printed advertisements which most manufacturers used. But they backed up by actual performance the claims made in the advertising. If an advertisement said that a certain make of car would travel at a specified speed, there were stock racing car records to prove that the statement was well founded.

With all this advertising, the automobile began to be accepted as a practical commodity, rather than an attempt to work out the impossible dream of some cracked-brained inventor.

It has been constantly growing in public good-will ever since. Advertising, backed up by excellence of product, built this good-will from a small beginning and has kept it alive and expanding.

The automobile as an institution thus has become a settled factor



in the economic plan. Never has an article of merchandise had a more spectacular and thrillingly interesting growth. But, "lest we forget," it is well for everybody concerned now and then to renew in his mind the memories of those early days in the industry when, without advertising, the automobile would not have been accepted. Prestige has been built up for the industry as a whole over a period of many years. This, in a measure, confers benefit on every producer. To make the most out of it, the manufacturer puts his own brand on his product and spends large sums for advertising so as to help maintain the general prestige and to make it apply as completely as possible to his own car.

This public good-will, as I remember it, first became manifest in full measure after the acceptance of the self-starter. What would have happened if automobile manufacturers had then considered their advertising task done? Had not the good-will been increased and intensified, as it has been, by constantly expanding advertising programs, the industry today would be a long way behind its present stage of development. The history of the self-starter, the four wheel brake and the balloon tire are only a few instances in point. Every merchandiser knows that it is a long journey between the tried and tested product and the public acceptance of that product, no matter how meritorious it may be. Yet, public confidence in the automobile industry and in the names of individual manufacturers has been developed to such a high degree that this gap between production and acceptance is quickly bridged when the story is told in advertising.

This fact, in itself, is ample justification, from an economic standpoint, for the huge sums of money that have been invested in advertising by automobile manufacturers up to now. And there are many others.

Automobile advertising budgets for 1927, if my information is correct, are larger than ever be-

fore. Rather an imposing number of millions will be put out. Competing manufacturers, naturally and sensibly, are trying to capitalize individually so far as may be possible upon the good-will that has come to the automobile. Their joint efforts, of course, will tend greatly to increase the salability of cars in general.

Are these large appropriations justified? Some people declare they are not. They have said the same thing about automobile advertising all along.

Their criticism seems to be based on two major premises: They say, for one thing, that the advertising outlay has increased the cost to the consumer. They also say it is an expensive burden to the manufacturer which, if he would, he could lessen to a considerable degree without any detriment to himself.

What are the facts as to these two objections?

It has been the provable experience of the outstanding factors in the industry that in countless ways advertising actually has effected savings which accrue to the consumer—savings that could not have come otherwise. In selling the automobile to the public, advertising created a demand which made necessary volume production and the standardization of parts. These things literally were forced upon the manufacturer. Otherwise he could not have produced the merchandise to fill his orders. I do not need to go into detail here to show that the result of this wise procedure is a product of lower price and greater value. Advertising produced the selling volume. This, in turn, brought about economical production that now gives the people an immeasurably better automobile than they could have bought a few years ago for considerably more money than they now have to pay.

Another thing advertising has done which is a benefit to the user is that it has eliminated certain selling costs which the ultimate buyer formerly had to pay. A large percentage of prospects

today are pre-sold on a certain make of car before a salesman ever sees them. Many others have learned so much about the story through advertising that they are ripe for the closing argument. Prospective automobile buyers—and this today includes almost everybody—can read the advertising pages of publications and learn the main features of the various makes. Then they can decide for themselves which car is best suited to their needs, which is the apparent best value in their particular price class, and so on.

The automobile retailer has to base his percentage of profit on the selling price because it is on the sale that the profit is made. Anything, therefore, that tends to decrease the selling cost, ranging from the manufacturer down, naturally is reflected in a lower selling price. Manufacturer, distributor and retailer are each entitled to a fair net profit. If selling resistance can be lessened to a place where this fair net can be gained at less cost, it is only good business either to reduce the selling price or increase the quality.

There is no room at all for argument to the effect that advertising has made the automobile more expensive for the consumer. It has worked just the other way.

The same thing, in general, can be said of the cost of advertising to the automobile manufacturer. Nobody who is at all acquainted with the subject will deny that it was an expensive item—very expensive—in the beginning. The same thing works out with the launching of any new commodity. Money has to be invested in buildings and manufacturing equipment; a producing and selling organization has to be formed. This outlay, at the outset, is nothing more or less than a potential loss. As business comes in, however, the investment begins to pay a dividend. As volume further increases, the manufacturing and general overhead cost against each unit becomes smaller.

Everybody admits these facts. Why will they not admit the same thing about an advertising invest-

ment that is made during the early years of an industry?

The automobile industry of America today, as I previously stated, is spending more money for advertising than it ever has done. Compared with the outlay of twenty years ago, the 1927 advertising programs seem simply enormous. Yet, per unit produced and sold, it costs the automobile manufacturer less money to advertise his goods today than has been the case at any time to date. Automobile advertising cost is becoming smaller and smaller year by year per unit of production marketed. Moreover, the industry is steadily collecting dividends on the sums expended in past years for winning institutional prestige and educating the public. Never was there a more illuminating exposition of the intrinsic value of advertising in its true cumulative effect. As the outlay is increased, with each recurring selling season, the cumulative effect steadily becomes more marked—with the inevitable result that the advertising cost per unit keeps right on dropping.

The simple truth is that advertising, when it is given an unhampered opportunity and is backed up by merchandise of unquestionable worth, can and does produce sales in a manner that is hard to believe. Many people who do not understand advertising will not question its selling power. They may concede that the more money that is put into it the more business it will produce. But the hard thing for them to visualize is that as the volume of business grows the unit cost of the advertising actually becomes smaller instead of larger, even though the gross outlay may be considerably increased.

I am reminded, in this connection, of a remark made by Charles F. Kettering, head of the General Motors Research Corporation, in a recent PRINTERS' INK interview. In discussing electric refrigeration, Mr. Kettering said:

"Far-seeing men tell us what to expect in the future and we laugh at them, not because of the un-

Over  
195,000  
Daily

# Los Angeles Examiner

Over  
425,000  
Sunday

5c DAILY

APRIL 7, 1927

10c SUNDAY

## EXAMINER REACHES GREATEST BOND-BUYING GROUP IN CITY

### L. A. WEALTH CALLS FOR MASS APPEAL

With 60% of its population influx either wholly or partially self-sustaining, resulting in a constantly increasing per capita wealth as population mounts, Los Angeles today offers one of the world's greatest security markets, according to figures recently released by one of the city's most conservative statistical agencies.

So widespread among the masses is the almost unbelievable per capita wealth and family income of the greatest city West of Chicago, that contrary to most other communities, security advertising in Los Angeles has become a matter of reaching the most people. Indicative of that trend were the 1926 figures that showed The Los Angeles Examiner with a greater Financial Advertising gain for the year than ALL the other Los Angeles papers combined!

There is enough liquid wealth—money in savings banks—in Los Angeles, to supply every man, woman and child with a thousand dollars! The taxable wealth of the county is second only to that of New York County, and exceeds, by a comfortable margin, that of Cook County, Illinois, of which Chicago is the county seat!

A significant wealth-factor in connection with the ability of Los Angeles to buy sound stock and bond issues are recent reports on nation-wide bank-clearings, in which this city is shown to be registering greater gains week after week than any other in the Nation.

Advertise, therefore, your financial offerings in Los Angeles. You can reach the greatest buying power and investing-group of any medium West of Chicago through the morning and Sunday Examiner, for which its readers pay a higher price than for any other paper in the city.

### AND SHE WORE—

By Lorna Palmar



ONE of the local woman-interest features of The Los Angeles Examiner is Lorna Palmar's daily sketch, "And She Wore—" picturizing the costume of some prominent society matron of the city as she appeared at a current social event.

The Los Angeles Examiner has the largest home-delivered circulation of ANY newspaper in its city.

# WHO PRIVATE

**P**RIVATE LABEL COMPETITION is the old bogie man of the national advertiser. It is constantly cropping up in the path of the evaporated milk manufacturer, the cereal maker, the canned fruit and vegetable packer and the coffee advertiser. Off brands thrive where advertising fails to penetrate. True Story goes into more than two million homes that read practically no other magazines.

The people who buy private label food products are the people who are not reached consistently by national advertising.

So if a good many "off brands" find their way onto the shelves of True Story homes, it is not surprising.

For, with a few notable exceptions, this great market has been overlooked by the food industry.

There are more than two million buying homes in this country which can be reached through True Story Magazine.

True Story homes have an income of more than five billion dollars annually and they spend nearly two billion dollars for food—yet they seldom see a food advertisement.

The readers of this magazine do not live on Park Avenue nor will you find them registered at the Flamingo in the winter.

These people are the wage earners. If they own a car, and 45% of them do, they drive it themselves. Most of the wives do

their own housework and take care of their own children.

The average annual income of the True Story family is over \$500 more than the national average family income.

The most impartial surveys of True Story circulation show there is less duplication with other publications than exists with any other important magazine.

In other words, True Story is practically the only magazine these people read.

Since this publication was started, mail order advertisers have found it one of the most valuable magazines on their list.

## *The Only Way to Reach Them*

True Story goes into homes that read no other magazines.

Impartial surveys made by the Association of National Advertisers and Thresher Service prove True Story has far less duplication than any other leading magazine.

Advertisers who use the five leading women's publications reach only 18% of the True Story readers.

If you used all of the eight leading magazines you could only reach 25% of True Story's circulation.

You can be sure of reaching the other 75% only through the advertising pages of True Story.

# *buys the* **BRANDS?**



"A can of milk, a pound of coffee, some peaches and a package of corn flakes."

Toilet goods manufacturers were the next advertising classification to discover this new market and today True Story carries almost as much advertising in this field as any other publication.

The next group that will find advertising space in this publication a good investment is the food industry.

The first great food manufacturer to see the desirability of the True Story market is the Postum Cereal Company, the largest food advertiser in the world.

During 1927, this company will

present the health story of Post's Bran Flakes to more than two million families who have not previously seen this product advertised in the magazines.

With this advertising, Postum Cereal Company will address a new market which spends upwards of two billion dollars for food and buys 150,000,000 packages of breakfast food every year.

We have an interesting story to tell any food advertiser who sees opportunity in this new True Story market.

## TRUE STORY

*The Only Magazine They Read*

truth of their predictions, but because of our ignorance as to actual possibilities."

He could have made the same observation about advertising.

I do not make sweeping claims for all automobile advertising. There is no doubt that mistakes have been made. But there are certain fundamentals which I think have been adhered to in the main.

Prestige, after all, is the thing upon which all this mass of advertising, multiplied by the number of companies which employ it, is dependent. It would be folly to go to all this trouble and expense to tell the story of a product which did not enjoy public esteem. Therefore, automobile manufacturers realize the grave injury they would do to themselves and the industry by statements which would in time destroy the confidence the public has manifested in them. Honest manufacturing is essential in automobiles as in anything else, if the good name of the product is to endure. Honest merchandising is equally important. The combination of these two elements is what has produced public good-will for the automobile. Deviation from these two fundamentals would impair this good-will or even destroy it.

Leading automobile manufacturers fully indorse the principle of truth in advertising. They would not knowingly make a misstatement. If a claim appears in print that is not strictly true it usually can be traced to over-enthusiasm. This makes the automobile a rather hard commodity to advertise. The maker wants to be strictly honest in his presentation and yet he must guard against being too conservative. A note of enthusiasm necessarily must be maintained. A large share of the public trust in the automobile industry is due to the enthusiasm which advertisers have shown in the past. And, unquestionably, the public's attitude in the future will depend largely on whether this enthusiasm is maintained. Enthusiasm is contagious; if the manufacturer is enthusiastic the public will be also.

## Syverson-Kelley Agency Affiliates with Hamman Group

Syverson-Kelley, Inc., advertising agency, Spokane, Wash., has become affiliated with the Hamman Advertising Organization on the Pacific Coast. This agency will continue to operate under its own name and will remain in control of Mr. Syverson, Mr. Kelley and their associates. It will acquire stock in a holding company while the Hamman organization will acquire a minority interest in the Spokane agency.

## Portland "Oregon Journal" Advances Ralph Thompson

Ralph Thompson has been appointed classified advertising manager of the Portland *Oregon Journal*, succeeding Walter B. Schade who has been transferred to the local display advertising department. Mr. Thompson was formerly promotion manager.

## Made Advertising Manager of "Films"

Herbert M. Bratter has been made advertising manager of *Films*, a Spanish motion picture magazine published at New York. He was with the New York office of the Export Advertising Agency, Chicago, for three years.

## A. S. Graham Joins Hanson Agency

Allison S. Graham, for four years publicity manager of the Hyatt Roller Bearing Company, Harrison, N. J., has joined the Joseph E. Hanson Company, Newark, N. J., advertising agency, as an account executive.

## Returns to Homeland Company

Howard McLellan, formerly associated with the Homeland Company, New York, community builders, has rejoined that company as director of the advertising and sales promotion department. He had been for ten years with the New York *World*.

## Gain in International Harvester Profits

The International Harvester Company, Chicago, reports net profits of \$22,658,891, after taxes, depreciation, etc., for the year 1926, against net profits of \$19,171,240 for 1925, and \$13,037,395 for 1924.

## Has Furniture Account

The Leonardo Company, Inc., New York, Liv-Dine tables, has appointed the Brown Advertising Agency, Inc., New York, to direct its advertising account.

J. B. Lapointe, for seventeen years general manager of *Le Canada*, Montreal, died last week at that city. He was sixty-three years of age.

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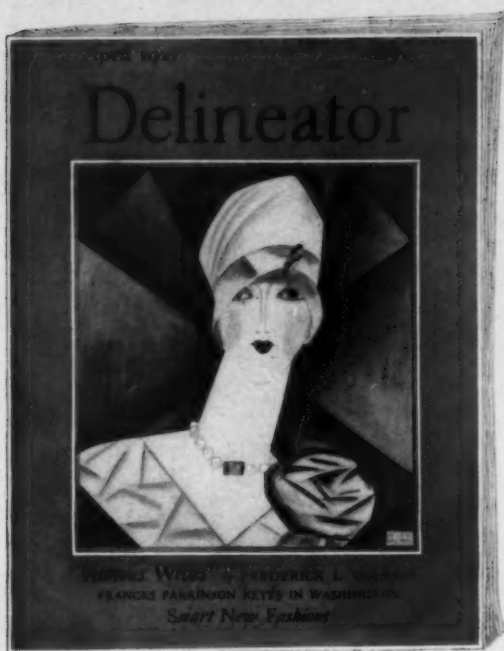
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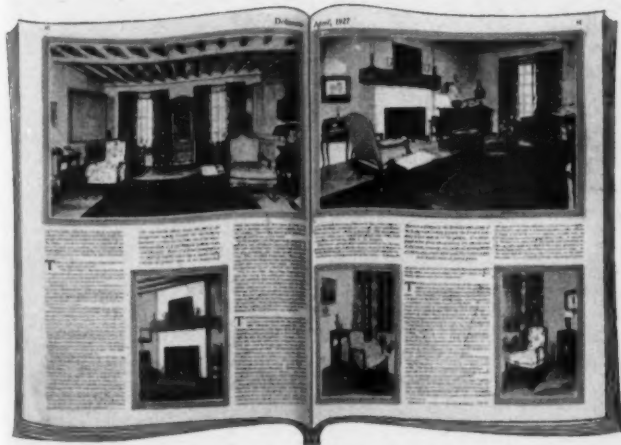
Consider the importance  
*of*  
Delineator *Home* Institute  
*in Delineator itself—*

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**I**N all, twelve full pages in the April Delineator (not counting run-over) are devoted to Delineator Home Institute.

These pages show everything from the new mode in house furnishings to the most convenient placing of a kitchen cabinet.



**F**OR Delineator Home Institute covers every phase of better home-making—from the laundry to the living-room.

But it really isn't the complete home that has been built for Delineator Home Institute on the 15th floor of the Butterick Building that is

important. What is important is the reflection in the pages of Delineator itself, of what this home is doing, is demonstrating, is showing.

This is one of the chief reasons why women are willing to pay more for the new Delineator. It is because Delineator, for one thing, offers them such *practical* service—practical, yes, but also service that is a step ahead.

No woman who is making a home wants to know about things that have been. Nor even about things as they are. She wants to know about things as they are to be, about things that she hasn't already had.

It is a very natural impulse for a woman to want her home a step ahead of her neighbors' homes.

In its purpose to further the Art of Gracious Living, Delineator is simply fulfilling the urgent demands of hundreds of thousands of American women of today.

*And every month more advertisers are co-operating with Delineator in this purpose.*



# Delineator

*Established 1868*

THE BUTTERICK PUBLISHING COMPANY

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## Corticelli Trade-Mark Opposition Sustained

*Washington Bureau  
of PRINTERS' INK*

**I**N a case of trade-mark opposition, the opposer is not required to prove actual confusion; the establishing of the likelihood of confusion is sufficient, the Patent Office held last week. The case was that of the Corticelli Silk Company in opposition to the registration of a trade-mark by the Katz Underwear Company, and the opposition was sustained.

The trade-mark of the Katz company, the decision of the Assistant Commissioner relates, comprises the pictorial representation of a cat's head on a circular background lined to indicate shading only. The cat's head occupies the greater portion of the background, and is the striking feature of the mark. The application for registration specified textile underwear for ladies as the goods.

The mark of the Corticelli Silk Company is described as also comprising the pictorial representation of a cat's head, associated with the word "Corticelli." It was shown that this mark has been used extensively for many years on spool silk, and also upon other goods including dress silks, underwear and hosiery, although the use on some of these goods had been discontinued.

An interesting phase of the case is that, while the Katz company did not use its cat's head mark prior to 1913, it established use earlier than that year of a three-cat representation which was shown on a letterhead and also by a registration secured in 1909. But the Patent Office held that the latter mark is quite different in appearance from the cat's head mark, and that the use thereof could not be availed of to establish use of the cat's head mark prior to 1913.

The evidence showed, according to the opinion of the Assistant Commissioner, that the Corticelli Silk Company was the first in point of time to use a cat's head

in a trade-mark. Previously the Examiner of Interferences had held that the word "Corticelli," rather than the pictorial representation, constituted the dominant feature of opposer's mark. He accordingly held that the marks were dissimilar. But in reversing the Examiner's decision, the Assistant Commissioner said:

"It cannot be denied that a striking and dominant feature of each mark is the representation of a single cat's head. It is not considered that the members of the purchasing public, on seeing applicant's goods bearing this representation, would always note the omission of the word Corticelli and conclude therefrom that the goods did not originate with the opposer. The features of similarity are deemed to outweigh the features of dissimilarity. It is believed there would be liability of confusion in trade when the respective marks are used upon goods of the same descriptive properties."

Another interesting phase of the decision is its discussion of what constitutes similarity of goods. Stockings and underwear were compared, and, after holding that these goods are generally handled by the same dealers and retailed together over the same counter, the decision states:

"It is a recognized rule that different species of goods are of the same class when a certain trade-mark used on them would enable an unscrupulous dealer to readily palm off on an unsuspecting purchaser the goods of one mark when he supposed he was receiving the goods of another."

### PROOF OF ACTUAL CONFUSION NOT REQUIRED

The Examiner pointed out that each party had used his mark for several years, and that the Corticelli company had not submitted proofs of actual confusion in trade. But the Assistant Commissioner held that this fact was not controlling, and that the opposer was not required to prove actual confusion, the establishing of the likelihood of confusion being sufficient. "Opposer was long prior

in the field with the cat's head mark, even using it on underwear before and at the time applicant adopted the cat's head mark.

"The decision of the Examiner of Interferences is reversed, the opposition is sustained and it is adjudged the applicant is not entitled to the registration for which it has applied."

## Retail Manuals in Dealer Education Programs

BROOKE, SMITH & FRENCH, INC.  
DETROIT, MICH.

*Editor of PRINTERS' INK:*

A client of ours is planning to issue a retail sales manual to be distributed among clerks in the stores selling his goods. It will aim to show these retail salesmen better ways of displaying and selling the manufacturer's product, which is a jewelry item.

I am told that PRINTERS' INK has a file of such material which has been used as the basis of stories in the past, and I wonder if you could either give us or lend us some samples to be used as a sort of guide as to what kind of material should be included.

If you have no samples, perhaps you could give us the names of some manufacturers who have produced such booklets, telling in detail the high points of their products and the best way to sell them.

BROOKE, SMITH & FRENCH, INC.  
"RETAIL LEDGER"  
PHILADELPHIA, PA.

*Editor of PRINTERS' INK:*

We would like very much to secure a complete list—if you have one available—of the manufacturers who have compiled and are now supplying retail sales manuals designed for the use of store salespeople in the proper handling of their products.

"RETAIL LEDGER,"  
WILLIAM NELSON TAFT,  
*Editor.*

LA SALLE EXTENSION UNIVERSITY  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

Have you a list of firms who issue retail manuals to assist in the sale of their products? We are particularly interested in such manuals that show how to sell the product.

We should appreciate very much any information or references to sources that you may be able to give us.

LA SALLE EXTENSION UNIVERSITY  
WILLIAM BETHKE,  
*Educational Director.*

IT has already been pointed out in PRINTERS' INK that manufacturers are paying particular attention to dealers and clerks this year. Much is being done to edu-

cate the retailer and his salesmen in the proper methods of selling and in educating them to know merchandise so that they can talk intelligently about it to customers and prospects.

In this educational work the retail manual is playing a big part. Several manufacturers are spending large sums of money on manuals which give the dealer helpful information on selling practices. These manuals are not all confined to the selling of the merchandise made by the manufacturers issuing them. They go further than this. They give unselfish help on all current advertising and selling problems that the dealer may be confronted with.

PRINTERS' INK has had the opportunity of studying many of these retail sales manuals. Our findings have been presented in articles that have appeared in both PRINTERS' INK and PRINTERS' INK MONTHLY. In addition to this the sales and advertising executives of several prominent concerns have written articles about their manuals. These articles tell of the manuals issued by such companies as the Boston Varnish Company, Brunswick-Balke-Collender Co., Coffield Washer Company, David Adler & Sons Company, West Bend Aluminum Company, Mersman Bros., Brandts Company, etc.

The various phases of compiling and distributing dealer manuals are taken up in these articles. For example, it is explained just what information should be given in the dealer manual; how it should be presented and how the manual should be distributed to dealers and clerks so that it will be used. Methods of keeping the retail manual in use after it is in the hands of the retailer and his salesmen also are discussed.

The opportunity to read these articles is available to anyone who will send for our report which lists thirty-four separate articles, together with the dates of issues and page numbers on which they will be found.

A study of these articles will be of great value to any concern that is doing dealer education work.—  
[Ed. PRINTERS' INK.]





**Home  
Delivered  
!**

## **Booth Newspaper Circulation is Home Delivered**

The Booth newspapers offer concentrated circulation coverage of the eight principal Michigan Markets outside of Detroit. The net paid city delivery alone, is greater in each market than the total number of families.

The Booth newspapers have a total net paid circulation of over 260,000 daily and are read every evening in nearly every home in each of these cities and adjacent towns.

Write any Booth newspaper for a copy of  
"The Michigan Market"

Grand Rapids Press

Saginaw News Courier

Jackson Citizen Patriot

Muskegon Chronicle

Flint Daily Journal

Kalamazoo Gazette

Bay City Times Tribune

Ann Arbor Times News

I. A. KLEIN, Eastern Representative  
50 East 42nd St. New York

J. E. LUTZ, Western Representative  
6 North Michigan Ave., Chicago

**THE BOOTH PUBLISHING CO.**

## What Appeal Should Charities Use?

MACLEAN'S  
New York City

Editor of PRINTERS' INK:

About two years ago there was an article in PRINTERS' INK which reproduced a series of three letters which were soliciting money for a sanatorium or boys' home in a Western State. These letters went to about twenty-five prospects and produced results from about 95 per cent.

I know I am asking a great deal to ask that you have someone try and get this article for me, but I am sure you will do your best under the circumstances. If we can secure these letters, they will be used as a foundation for a similar campaign by a prominent Brooklyn surgeon to raise a few thousand dollars to care for crippled children of that city.

G. R. DONALDSON,  
New York Manager.

CHARITY advertising is different from the usual day-to-day advertising which we see. Unlike the advertisement for a product which is intended to bring material entertainment or comfort to the individual, it should exert a definite influence to prove that more satisfaction may be achieved by giving; it should appeal to the pride of being in a position to help others. But it is most important to direct this appeal to the right class of people.

The article to which Mr. Donaldson referred appeared on page sixty-nine of the February 16, 1922, issue. It told of the campaign conducted by Goodheart's Sunshine Mission, which collected \$35,000 at a cost of 3 per cent.

To obtain these results, a separate campaign to prominent club members solicited their services, as volunteers. They were asked to send out letters over their own names. A series of three follow-up letters was mailed by these men to sections of the country where they were known.

About two years ago, a quota of \$182,000, to be raised in behalf of the Near East Relief from Western Washington, was exceeded by \$78,000. To obtain these results, carefully prepared letters were used. An integral part of

this direct-mail campaign to a select group of residents was that in literature sent out pictures of healthy Armenians were shown rather than those who were starving. The psychological effect of these pictures did much toward raising the fund. This campaign was described in an article which appeared on page fifty-seven of PRINTERS' INK for February 26, 1925.

In PRINTERS' INK and PRINTERS' INK MONTHLY there have been a number of articles which set forth the methods used by charitable institutions to raise money. A study of these articles will be helpful to anyone contemplating a drive of this kind. A list of references to these articles will be sent upon request.—[Ed. PRINTERS' INK.]

## Death of Carlo Barsotti

Carlo Barsotti, seventy-seven, editor and owner of *Il Progresso Italo-Americano*, New York, died at Coytesville, N. J., on March 30. He came to the United States in 1872 and founded his newspaper in 1880. Mr. Barsotti was active many years in work to improve the conditions of Italians in the United States, and gave to the city of New York many of its monuments, among them the Columbus, Verazzano, Garibaldi, Verdi and Dante monuments.

## F. I. Thompson Buys Montgomery, Ala., "Times"

Frederick I. Thompson has bought the Montgomery, Ala., *Times*, an evening paper, and will merge it with the *Montgomery Journal*, of which he is owner, on April 11. The consolidated paper will be named the *Journal and Times*. Mr. Thompson is also owner of the *Mobile Register* and the *Mobile News-Item*.

## Sears Roebuck to Have Minneapolis Branch

A warehouse and retail store building will be erected at Minneapolis by Sears Roebuck & Company. It will be ready for occupancy in the fall of 1928. Territory to be served by the new branch will include Minnesota and North Dakota and parts of South Dakota, Montana, Iowa, Wisconsin and Michigan.

## Dubuque Papers Merged

The Dubuque, Iowa, *Telegraph-Herald* and the Dubuque *Times-Journal* have consolidated. The names of both papers have been retained by the combined paper, which will have morning and evening editions.

Less than 3 years old

**THE NEW YORK  
DAILY MIRROR**

*The Best Picture Newspaper for  
all the Family*

Daily average for  
6 months ending  
March 31st, 1927

**411,808**

(Government Statement)

A gain of

**40,343**

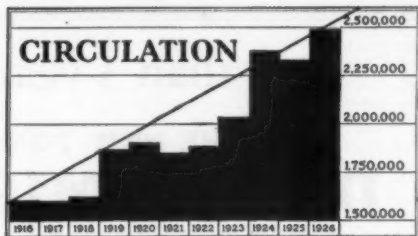
over publisher's statement to  
A. B. C. for 6 months through  
September, 1926.

A gain of

**101,475**

over publisher's statement to  
A. B. C. for 6 months through  
March, 1926.

J. Mora Boyle, *Advertising Director*, 55 Frankfort Street, N. Y.  
*Western Office*: 326 W. Madison Street, Chicago, Illinois



# Growth

## 1916-1926

**B**USINESS MEN agree with economists that the war and immediate post-war years were severe trials of the basic soundness of industrial structures.

Few, if any, products in any industry can show, during the past eleven years, as steady a growth as the circulation and advertising revenue of The Ladies' Home Journal.

*The remarkably consistent growth in circulation and advertising revenue of The Ladies' Home Journal throughout these trying years is evidence of the soundness and stability that 40 years of supremacy have built into this publication.*

THE LADIES' HOME JOURNAL THE

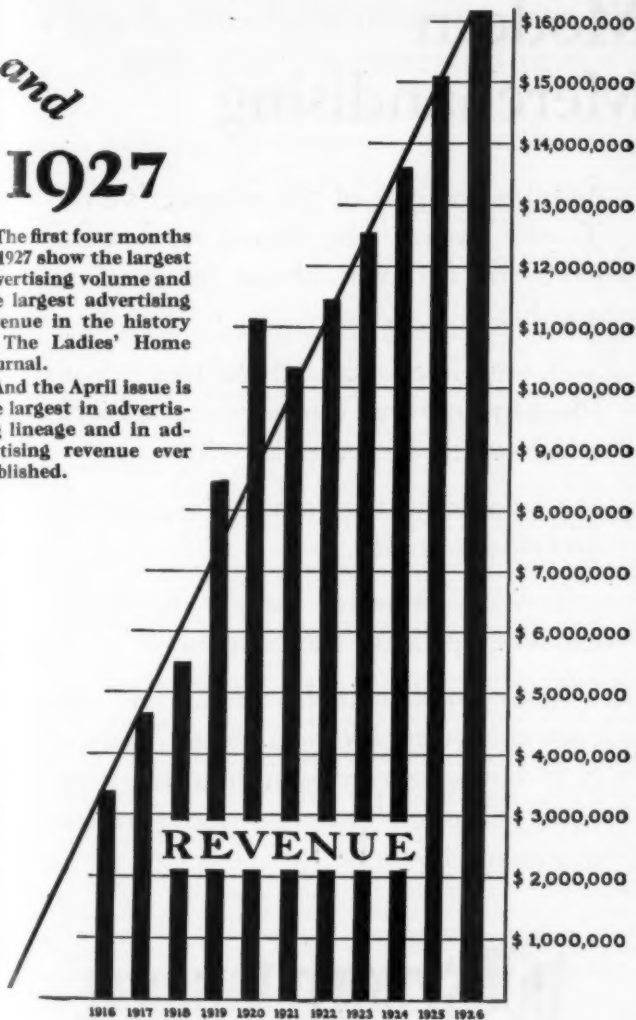
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## 1927

The first four months of 1927 show the largest advertising volume and the largest advertising revenue in the history of The Ladies' Home Journal.

And the April issue is the largest in advertising lineage and in advertising revenue ever published.



THE LADIES' HOME JOURNAL

# Modern Merchandising

dictates thought of the prospect's ease. To the person who knows no brands, isn't one ice pick about as good as another?

If you lived, say, three miles from Pleasantvale and wanted some hosiery, which would be easier buying—

1. To crank the family Ford (advt.) and ride six miles, or—

2. Write a letter for the R. F. D. carrier to pick up the next day?

Your smaller town dealer has this competitive problem to meet. You can help him a lot by spending \$2.75 per line to reach the 700,000 families interested in—

## *The* HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.* Batavia, Illinois

*Chicago Office*

Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

A. H. Greener, *Manager*  
116 West 39th St.  
Room 825

Charter Member of Mail Order Publishers Assn.

# What Is the Salesman to Say the Tenth and Twentieth Time He Calls?

Repeat Calls Must Be Made Interesting If They Are to Be Profitable

By A. H. Deute

**T**HERE are certain things which, in the normal course of events, the salesman may and does say to the prospective buyer when he first calls upon him. But what is the salesman to say the tenth and twentieth and thirtieth time he calls?

The selling talk, under such conditions, becomes commonplace both to the prospect and the salesman. Generally it is abandoned entirely and there is substituted the trite: "Well, what have you got for me this time?" or "Anything you need now?"

Now, all this is very much against the dictates of good sales management, but still even the conscientious salesman finds himself slipping into this rut under certain conditions.

What are these conditions?

Here is one: A salesman represents a house offering coffee, tea and spices. He covers the same territory regularly every two weeks. He sees the same merchants each time. In the course of a few months, he knows them and they know him. He ceases to be just a salesman and becomes almost one of the family. Now, when such a salesman calls, there is very apt to be a pleasant get-together with a little talk on this and that, winding up with the salesman wondering if the dealer needs anything in his line, and the dealer having a little order ready to place. The entire transaction is very friendly, very cordial, it speaks well for the salesman's standing with the trade and for the trade's high regard for the house.

But the sales manager, back at home, would be horrified if he knew that all those special instructions to push certain goods were almost ignored.

Recently, I was visiting with a retailer friend of mine when he was interrupted by a candy salesman. The latter was friendly, polite, almost apologetic. He hesitated to interrupt, but he had fifteen more calls to make that day and appreciated the dealer's consideration in letting him break into our conversation.

He had his order pad ready and he skipped down through the regular items, writing up quite a satisfactory order. Beyond that, he did nothing but mention a few specials, making no real effort to sell them, and hurried along.

"How many of the men who call on you regularly sell like that?" I asked the dealer. "I mean how many of them just rush through, as it were, touch the leading sellers and then move on?"

"Oh, most of them, that is, most of the regulars, go right through in a hurry. They know about what I want and I know about what they've got. There's no use either of us wasting a lot of time."

"But how about getting new goods and new ideas?" I asked him. "Haven't those men anything new to tell you—anything new to show you?"

"I suppose so," he replied. "And now and then they do show something pretty good."

But that was all. Both the trade and the salesmen seemed to have slumbered peacefully.

Yet, I know that at that very moment many a sales manager was worrying about getting a new piece of goods introduced, something which would bolster up the line and build additional sales, or, maybe, be useful in opening new accounts.

What is wrong, then, with so much of present-day selling? Why

do so many men who are paid to sell goods drift into mere order-taking?

That evening, I met a salesman selling pickles and condiments and I asked him that question.

"Well," he replied, "come to think of it, I am supposed to know a first-class sales talk on our line. I learned it during the week I spent at the plant breaking in. Of course I use it pretty complete when I talk to a new dealer. But what is the use of saying that speech over and over again to the man I call on every three weeks? Why, he'd think me crazy to go through that talk. He knows me. I know him. I know about what he can sell. I hop out of my car, into his store, and in ten minutes, maybe less, I'm out of there with my order."

The foregoing quite thoroughly sums up the situation as it really is. As a matter of fact, can one expect the salesman, covering a regular territory, to undertake a complete canvass on each call? It is always well to remember that the way the salesman actually works, has to work, is often radically different from the way one might think he does or ought to work.

What one discovers as one works through the average salesman's day is that most men are well coached for meeting new trade, but few salesmen are coached as to what to do in the prosaic routine of round and round selling—the commonplace job of calling on the same trade over and over again. Yet right here there is a tremendous job to be done. If it is possible to supply the salesman who calls on regular trade with something new and useful to talk about each time, then that salesman develops a much closer contact with the trade than is otherwise possible. If this is not done, then the salesman drifts into "making the rounds"; the dealer comes to regard him as "one of the boys" and the house is not getting the penetrating sales effort which is essential to real volume business.

Now and then, one finds salesmen who, as a matter of second

nature, overcome this handicap entirely. They have a natural "news instinct," or you might call it a sense of the dramatic or "showmanship."

I was traveling some time ago in company with a wholesale grocery salesman. This man had many hundreds of items to sell. Most men in his line of business content themselves with pressing the dealer for as many items as they can get on to the order blank, but it is chiefly a running fire of remarks about quantity deals, drop shipments, free goods, combination purchases and that sort of thing. There is little constructive selling.

#### WORK SPECIALTY ITEMS FIRST

This particular salesman was carrying, on this trip, several dozen jars of a new brand of peanut butter which he was pushing. His first job, as he entered a store, was to extract a biscuit from a package he carried, spread peanut butter on it and hand it to the dealer. He made others for the clerks. If anybody in the store would take a nibble, he'd fix him one. And he talked that peanut butter thoroughly, as though he were a peanut butter specialty man. He stood well with his trade and in practically every case he opened his order with peanut butter.

Here was his story:

"Most of us work the regular items first and then talk our specialty items last. We overlook the fact that usually the money is in the specialties. We get our order pad filled up with the usually purchased items and then after we have written down all the soap and sugar and flour and milk and canned goods, we try to interest the dealer in something new.

"We're doing it wrong way around. By the time the dealer has ordered his regular requirements, he's no longer in much of a buying mood. He feels he has given us a large order. We've taken about as much of his time as we're entitled to. He isn't inclined to talk further. Maybe he has thought of something else to do. We're handicapped when we



A characteristic of McJunkin service has always been variation in methods of presentation of copy appeal, at carefully calculated intervals. Clients, finding this practice profitable have built for this agency a notable record for long maintenance of association.

**McJUNKIN ADVERTISING COMPANY**

DOMINANT IDEA ADVERTISING

5 SOUTH WABASH AVENUE, CHICAGO

try to introduce a specialty.

"But when you come into the store, the dealer and his clerks are, for a moment at least, glad to see you. This is especially true if you stand well in that store. You have their attention. You haven't worn it out thus far.

"Now, if long before you get to that store, you prepare yourself on the item you wish to push that trip, you can go right into that matter. And you can do a much better job than the specialty man who goes around doing introductory work merely on that item. The dealer will ordinarily not listen to a specialty man on a new item as he will listen to his regular jobbing man. Over and over again, dealers have said to me: 'Well, John, if you think it's good, send it along.'

"Of course, that throws a great responsibility on the salesman. Even if the dealer doesn't make that remark, he still holds me responsible. If I push something off on him that isn't going to sell, I hear about it sooner or later.

"Now, where do I get my specialty for the week? Naturally, I pick it out of the line, and usually do it when I'm in the office. Maybe it is a brand-new item, maybe it is an old-timer that hasn't been properly presented before. Of course, I know about what my trade can sell. Therein I have a great advantage over the itinerant specialty man and the dealers know it.

"In the home office, I get my facts together, and on the next trip, I push that product as *the opening item in the sale*. I've picked some real winners for the trade. I try to select such items as will show the dealers a profit. And I am alive to the importance of pushing something which shows our house a profit, too, because usually my own earnings are influenced thereby."

"But how about your general line?"

"It doesn't take me more than three or four minutes to introduce my specialty and if I get the order at all, I usually get it in that time. Then I'm on the general line. The fact that he has given

me an order for a case or two of some new product doesn't slow the dealer up on the regular items which he was expecting to order—which he probably is really in need of. But if I had covered the general line first, then the chances are he wouldn't have been in a buying mood for the specials."

Here was a salesman's effort to keep himself and his line interesting. There could be nothing prosaic about his calls. There was the element of news. The salesman was just naturally selling goods all the time. Contrast him with the individual who follows him and comes in with this: "Hello, boys. Well, what you got for me today?"

Now, there we have the two extremes—the commonplace situation of the salesman drifting into mere order taking as he becomes thoroughly acquainted with his trade and they come to know him; and the occasional salesman who unconsciously keeps out of this situation.

#### A PROBLEM FOR SALES MANAGERS

The problem which confronts the sales manager is, then: How can the sales force be kept stimulated with new talking points so that the buyer will not come to take the regular salesman too much for granted? How can the salesman's selling talk be developed so that every time he calls on a buyer his interview can have in it an element of interest?

Probably few lines require more persistent effort than typewriter selling. Especially in medium-size and small-size towns, the typewriter salesman, making his rounds, is apt to drift into terrible doldrums. Both the prospect and the salesman soon take it for granted that there is nothing much new to be said. The mere fact that the salesman has been calling on the same prospect maybe for months, even years, develops the call into pretty much a routine proposition. That is why, every now and then, a new man representing a new competing product comes into a territory and takes a quantity of real business right from under the established man's



*After May 1st*  
**IN THE GRAYBAR**

ON and after May 1st, 1927, the editorial, advertising and pattern offices of the Condé Nast Publications, *Vogue*, *Vanity Fair*, *House & Garden*, and *Vogue Fashion Bi-Monthly*, and the sales offices of the Condé Nast Press, will be located on the nineteenth floor of the new Graybar Building, Lexington Avenue at 43rd Street. The Circulation and Accounting Departments, the *Vogue* Pattern factory, and our printing and publishing offices will continue to be located at the Condé Nast Press, Boston Post Road, Greenwich, Connecticut.

Lexington at 43rd

New York

Tel. Lexington 7500

**THE CONDÉ NAST PUBLICATIONS**

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## MORE THAN MATHEMATICS



HIS mania for millions has caused some buyers of space to forget the lessons learned in the primary grades of advertising.

Choosing an advertising medium in these days is more than a matter of arithmetic. Reading and writing have something to do with it.

You want to know not merely how many people are reached by the magazine, but how they read it and what sort of writing they find in it. And beyond these elementary problems, you want to study these readers, their intelligence, their social standards, their buying power and their influence upon their contemporaries.

Look over the current periodical promotion. (You can hardly escape doing so, if you read your mail, the daily paper and the trade press.) The symptoms are unmistakable. The numerals are getting bigger all the time. So is the type in which they are displayed. Gigantic circulations are being piled up, thanks not only to the energy and ingenuity of circulation departments, but also to a steady alteration of the editorial appeal in order to fit the mood of a wide public.

This process has come to be of very great importance in merchandising the output of modern mass production.

## MORE THAN MATHEMATICS

But what of the quality products which are not yet, or never will be, ready for mass consumption?

Undeniably many of these quality products have an ample potential market among the readers of mass periodicals. But the copy that might pick out that market would have to compete with the copy of more general commodities, which calls for an amount of space well nigh prohibitive for manufacturers of limited sale.

Such manufacturers, therefore, are grateful for the steadiness with which THE QUALITY GROUP has resisted the mania for millions. Here is a group of magazines which have not lowered—or if you prefer, broadened—their editorial appeal, have not indulged in indiscriminate circulation methods, have not made concessions in price, and *have not passed beyond a million*. They have, in fact, over 700,000 circulation, and it consists of the same sort of people who have always been the core of THE QUALITY GROUP and the core of American life—substantial, well-to-do, informed, eager, attentive and judicial.

These 700,000 are the first market for high grade goods. They are assembled where you can reach them readily and economically. Their influence penetrates as far into the mass as you care to go.

Advertising to them is advertising *next to thinking matter*.

## THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

1058 Park Square Bldg.  
Boston

244 La Arcada  
Santa Barbara

30 North Michigan Ave.  
Chicago

THE ATLANTIC MONTHLY  
THE GOLDEN BOOK MAGAZINE  
HARPER'S MAGAZINE

REVIEW OF REVIEWS  
SCRIBNER'S MAGAZINE  
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

nose. It provides a real job for the sales manager who would keep his men from letting their calls develop into mere casual "drop-ins." The highly developed canvass which can be used on a new prospect is no longer effective. Something new and different which can put an element of news into the follow-up calls must be developed and developed regularly and often.

Few kinds of selling pall more upon the nerves of the prospect than the average solicitation of the average life insurance agent. Yet every life insurance salesman knows that persistence is at the very bottom of good selling. But just persistence is not enough. I remember the dread with which I used to see a certain persistent individual head in my direction every third week. I found out later that I was on his calling list for every third Tuesday morning. He was faithful in his calls. His approach never varied. "Well, aren't you about ready for that policy?" "Not yet," I'd reply. "Well, will you sign a paper agreeing not to die until I can get to you and sell you?" and he would smile his professional smile.

It is well to keep in mind that there is nothing so necessary as persistence in calling on prospects and yet in the very persistence is a great element of danger. It is so easy to sicken the prospect on the whole proposition. That is why sales managers are giving more and more thought to keeping the follow-up calls interesting.

A candy factory sales manager is making it his business to have ready for his men one new item every two weeks. With the samples which he sends them, he supplies a carefully prepared memorandum with complete selling data, figuring dealers' profits, etc., so that the salesman, making his frequent calls on the same trade, can come in with something in the way of news in his talk. It helps to get the order started.

"The important thing is to make the repeat call interesting to the prospect, even though he doesn't buy. Then it paves the way for the next one," a young woman

selling magazine subscriptions told me once. She makes a success of the very difficult business of selling subscriptions, largely over the phone. "The individual unit of sale is not large enough to enable me to make regular follow-ups in person," she explained, "so I use the phone."

But as everyone knows, it is not an easy task to talk a business man or a busy housewife into ordering a magazine for a year, especially over the phone. It is so easy to terminate the interview.

This saleswoman, however, does not put a name on her prospect list unless she can, at the same time, set opposite it one or more things in which the prospect is interested. She jots down, at the same time, the general type of publications which ought to interest that prospect. And then she reviews the publications as they appear each month for articles which fit these classifications.

Then her telephone work begins. Instead of getting a busy man on the phone and asking him if he wouldn't like to help her out with a subscription to this or that, she says something like this: "The last time I talked with you you told me you are interested in antiques. If you will look on page four in the current issue of —, you'll find a very interesting article on old door knobs. If you like, I'll send you that issue, or better yet, let me have it sent each month."

So on down her list of prospects for whom she has something of interest. She may call the same prospect three times in a given week and then overlook him entirely for a month, because she makes her "calls" only when she has something to interest him.

Summing it up, comparatively little business is written on the initial call compared with follow-up calls. But the follow-up call must be handled differently from the initial call, when the opening sales talk is made. Yet while most houses are training their men thoroughly on the general sales talk, there is much room for development of the technique of the repeat call.



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# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

# SNOWDRIFT

*advertising in the magazines  
and newspapers is prepared by*  
**CALKINS & HOLDEN, Inc.**

**BAKING POWDER BISCUITS**

*1 cupful flour  
1 teaspoonful baking powder  
1/2 teaspoonful salt*

*1/2 cupful cold water  
1/2 cupful lard  
1/2 cupful sugar  
1/2 cupful milk and water  
1/2 cupful oil*

*Set signature on the signature, then set in the snowdrift and the fingers on the back of the steering wheel and the steering wheel. Place in equal parts of milk and water to measure approximately 1 cupful—then quickly turn the steering wheel slightly toward front and put in milk or oil and roll out in dough. Shape into rounds with the fingers and rolling under the fingers to give work, so more will be no measure. Then smooth, reaching in a baking pan with water, and bake in a quick oven 1/2 cupful of about three minutes. The biscuits will bake in one minute.*

*Biscuits made with Snowdrift are an added attraction to any meal—deliciously crisp and tender—as light as feathers should be.*

*And it is so easy to make them. Snowdrift is wonderful easy to work, water—or cream as a jelly with the other ingredients because it is at a fluffy, creamy consistency that will delight you. And since you, too, find it is a surprise of this entire community—never saw hard when it comes from the air box, never saw with when it has come in the kitchen.*

*When you open a can of Snowdrift you find an amount with whatever might seem to look at. When you taste it you find a delicious cream and fresh. It is made up—then a fine solid oil—and as simple and light as air.*

*Make your biscuits today and use Snowdrift. Then you will know what a really good shortening Snowdrift is.*

*and besides that—*

*Outdoor Advertising thro*

**S N O W D R I F T**

*and a i*



*also are prepared by Calhoun & Co. and placed through the National*

o Your Advertising Agency

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dainted Bulletins

owdrift  
er Shortening



Biscuits



Holden, Inc. They are  
Advertising Bureau, Inc.

In fact—

# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

—no less than 500 large and small outdoor advertising accounts are now placing their outdoor advertising through their advertising agency.

In so doing they receive the benefit of the creative talent of their advertising agent in addition to receiving from the General Outdoor Advertising Company and other plant owners everywhere the very best of service in the way of plant facilities, locations, service upkeep, checking information and trade cooperation.

If your advertising agent is one of the 216 members of the National Outdoor Advertising Bureau, Inc., talk to him about outdoor advertising.

*Outdoor Advertising through Advertising Agencies*  
**National Outdoor Advertising Bureau**

1 Park Avenue, New York

General Motors Building, Detroit

14 East Jackson Boulevard, Chicago



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# Adapting vs. Adopting Ideas

The Executive Who Is Willing to Adopt Ideas Goes Far Afield for Profitable Information

By S. Roland Hall

"**W**HY should I read about small house architecture or concrete roads, when my business is —."

Because, good brother—begging your pardon for interrupting you—the trend of the times with respect to housing, travel and transportation may be nibbling and gnawing at the very root of your market. If you sit comfortably back in that nice chair of yours and look only at the labels of your own pigeon-holes or the files of your own enterprise, things may happen almost before you know it—vital things, too.

You may say: "But I sell flour, bookcases, children's games, lawnmowers; or I run a hotel up in the mountains."

All right.

Just a few weeks ago, I had a long talk with a manufacturer of containers for dry food products. He was setting forth the possibilities of a package for flour.

"How big?" I asked. "Twenty-five pounds?"

"No," he replied, "just a few pounds."

I thought I had misunderstood him, but I hadn't. He explained. The growth of the bakery product, the decrease in the size of the kitchen, the increase in rents. "A great deal of flour is now bought just for dusting."

I saw right away that I hadn't been following the trend with respect to flour. My mind runs back to the time when even small families bought it by the barrel and later in good-size sacks. Apparently, big bakeries and small living quarters have produced conditions that flour manufacturers must heed. But I couldn't help wondering how generally flour manufacturers are reading articles about house plans, kitchenettes, or rentals for apartments.

A recent author of an article on home-building trends says that

these trends have affected not only the sale of foods, but the sale of furniture, books, facilities for guests, and so on.

Then, again, I sat with a number of hotelkeepers representing a range all the way from the fine hostelry with a minimum of \$12 a day to the "popular" type of house with a special rate for families. We had been discussing the effect of the network of fine roads now spreading itself throughout the country. My first thought was that it made good business for all these proprietors.

One proprietor said: "It helps in one way and hurts in another. It's a big thing for the — Inn, but we are missing at our place the patronage of the man of modest salary who used to take his vacation up here and bring the family. Now that man owns a car and the family is getting its vacation piecemeal. We sell them dinners and lunches and get some weekend patronage, but not the two-week stays we formerly got from this class of customer. Quite often, this man and his family go out with a luncheon basket and the one meal that is taken away from home is eaten at a pleasant spot along the road."

So the alert hotel man is studying the spread of good roads and the broad use of automobiles, seeing where it hurts and where it helps and trying to adjust his plans accordingly. It was a phase of the road program that I, one earnestly engaged in advertising road-making material, had missed.

## IDEAS FROM EVERYWHERE

It's an old principle, of course, that conditions in India and China are soon reflected in Great Britain and that we in the United States are not long in getting our echo from Great Britain. Equally old is the basic fact that buying conditions out in the rural field soon

make themselves felt on Broad Street, Broadway and Michigan Avenue.

But it seems that editors never get to the end of the problem with that type of reader who writes complainingly that so few articles have been published recently bearing directly on his business of producing tooth-paste, silk hosiery, shoe-polish or shotguns.

Sometimes, in a pessimistic moment, I am tempted to think that at least half of the business world does not want to assemble related facts and draw conclusions—that it is just looking for cut-and-dried procedures that may be copied and followed without change.

Many years ago, I was engaged in selling some business instruction illustrated by examples taken from something like 100 representative lines of business. The men who put this instruction together flattered themselves that the variety of examples was such that almost any resourceful man could draw scores of lessons which he could apply to his own enterprise. That idea worked out admirably in many cases, but not always. A prospective subscriber once wrote, in all innocence: "I am rather surprised that there is no treatment in this work of the rather large business in which I am engaged—awnings and tents."

The publishers explained that not only had awnings and tents been neglected but also undertakers' supplies, oil engines, crop sprayers, cordage, poultry and perhaps 500 other enterprises in which many people were interested. The awning-and-tent man wasn't convinced. The only book or magazine that meant anything to him was something devoted specifically and exclusively to the business of awnings and tents. I am not sure that he would even read, with real interest, an article on present-day vacation habits if it appeared in any other but his favorite business paper.

It does seem that when a man reads an article bearing on unfair advertising in the textile field, he should see the application to other industries—whether furniture or food. He can see such an

application when the points under discussion come under the postal law, but when the law is one of psychology, optics, or the old law of averages, he is likely to be blind in one eye.

A leading insurance company, impressed by the great interest in recent years in the budget plan of managing income, worked up a budget book that it has used very successfully in selling insurance. I rather imagine that the insurance men with this organization took a very live interest in budget articles of all types. At least, its plan reflects a careful survey of the whole subject.

One of the largest Portland Cement corporations has used successfully for eight years a co-operative dealer calendar plan that seems to have been first worked out by a cream-separator company. Most people connected with the cement interests wouldn't bother to read about the successful plans of a cream-separator organization. What has cement to do with cream separators? Nothing, of course, except that dealers in both lines are human beings and that human beings among dealers are not so very different, whether they sell lawn-mowers or gas engines.

We should all be studying trends.

The instalment trend has a far-reaching scope, as most people have realized lately. But the trend has been gaining ground for a dozen years. The book people were the originators, it seems, in adopting this plan for sets of popular sale. They are now watching with the keenest sort of interest to see how the use of their great plan by others is affecting sales and collections in the book business.

The trend toward the small package is showing itself in many ways besides flour, paint, etc. A manufacturer of wall plaster is now exploiting a small carton of his product for repair work. I should not be surprised to see even a heavy article like Portland Cement sold in 10-pound or 20-pound containers. I know that it has been thought of.

Will the building-in of electric refrigerators, and dining tables



# The Capper Publications

## Announce

the removal of their New York Office  
April 13, 1927

to the

## Graybar Building

420 Lexington Avenue

Telephone Lexington 3280

The Household Magazine

Capper's Weekly

Pennsylvania Farmer

Topeka Daily Capital

Missouri Ruralist

Capper's Farmer

Kansas Farmer

Kansas City Kansan

Michigan Farmer

Ohio Farmer

ARTHUR CAPPER, *Publisher*

MARCO MORROW, *Assistant Publisher*

General Offices: Topeka, Kansas

NEW YORK

CHICAGO

DETROIT

CLEVELAND

PHILADELPHIA

KANSAS CITY

ST. LOUIS

SAN FRANCISCO

that can be folded into the wall at will, suggest anything to other manufacturers? Yes, if they have followed Henry Ford's ideas.

While we may not agree with Mr. Ford's views with respect to advertising, there is much to be learned from his practice of picking up good ideas from outside sources and his shrewdness in assigning to certain undertakings men who "didn't know so many things that just couldn't be done."

Said a hosiery manufacturer to me: "What do you suppose has the greatest effect on hosiery styles?"

I thought I had him and shouted "Skirts."

"No," he replied. "We have to watch shoes more keenly than we do skirts. When there is a big run on the athletic type of shoe we have a good sale for a stocking that corresponds. When the turn comes in shoe styles, our athletic style of hosiery is dead stock. A woman will insist on having harmony between her shoes and her hosiery, and if you will look into your wife's closet I think you will see that she owns about three times as many styles of shoes as you do."

Who would suppose that a hosiery man had to bother with studying the trends in shoe leathers and style? Yet it seems reasonable enough when you see the facts.

He is a wise man who can see on every hand the relationship of different lines of business, who instead of insisting on having suggestions that he can *adopt* will be keen to gather everything that he can possibly *adapt*. That man reads a broad range of articles and discussions in the business papers.

### Seamen's Bank Appoints Doremus Agency

The Seamen's Bank for Savings, New York, has appointed Doremus & Company, New York advertising agency, to direct its advertising account.

### New Business at Grand Rapids

Laurence Guethoff has started a commercial art service at Grand Rapids, Mich. He was formerly with the Robert W. Irwin Company, Grand Rapids.

### New Advertising Business at Toledo

Eben J. MacKenzie, Gene F. Goldbach and H. Phelps Berdan, formerly with The Edwin A. Machen Company, Toledo advertising agency, have organized an advertising business at Toledo under the firm name of MacKenzie, Goldbach and Berdan.

### Fairchild Publications Add to Staff

Louis C. Rosenberg and J. C. Charlop have joined the advertising department of the Fairchild Publications, New York. Mr. Rosenberg formerly conducted his own advertising business. Mr. Charlop was a member of Charlop Brothers & Company.

### Fairbanks, Morse Report Net Profit

Fairbanks, Morse & Company, Chicago, pumps, scales, etc., report a net profit of \$2,740,386, after charges, Federal taxes, and depreciation, for the year ended December 31, 1926. This compares with a net profit of \$3,016,248 in 1925, and \$2,056,838 in 1924.

### Advanced by Honig-Cooper Agency

The Honig-Cooper Company, advertising agency, has appointed Ralph K. Williamson as head of the copy department of its Seattle office. Miss Helen F. Trace is now account executive at that office.

### Sprinkler Account to Philadelphia Agency

The Clark Manufacturing Company, Philadelphia, lawn sprinklers, has placed its advertising account with the Robert H. Dippy Advertising Agency, also of that city. Magazines will be used.

### A. S. Stewart Joins Evans, Kip & Hackett

A. S. Stewart, formerly with the Des Moines, Iowa, *Capital*, has joined Evans, Kip & Hackett, Inc., New York advertising agency, as assistant space buyer.

### "Scientific American" Changes Size

Beginning with the July issue, the *Scientific American*, New York, will increase its page size to 9 by 12 inches and its type size to 7½ by 10½ inches.

### Now "The Auction Bridge Magazine"

The name of the *Work-Whitcomb Auction Bridge Bulletin*, New York, has been changed to *The Auction Bridge Magazine*.

## K N O W N M E R I T

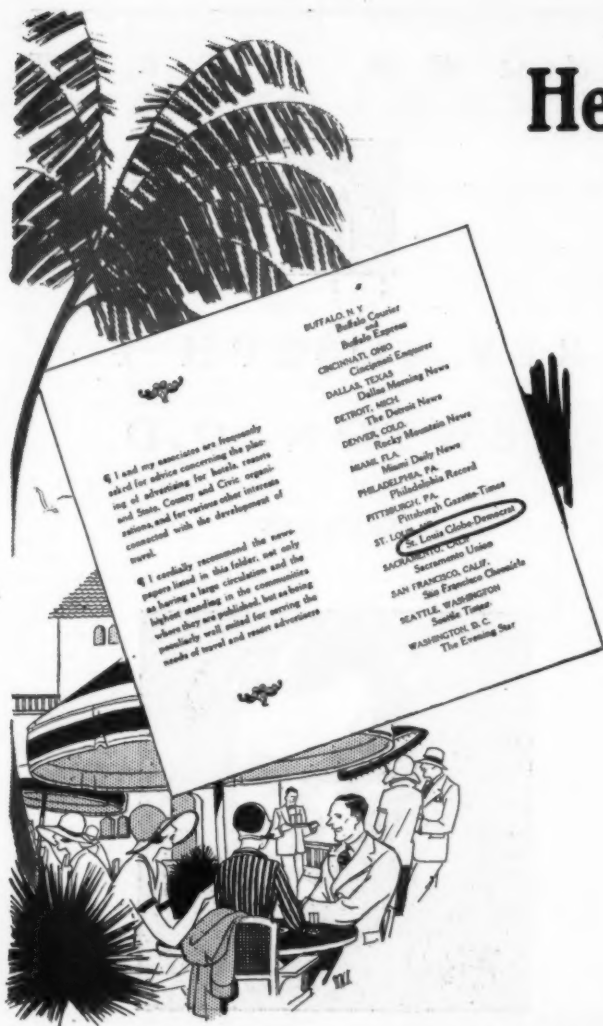


REV. JOSEPH F.  
NEWTON, D.D.

*Religion*



Here



I and my associates are frequently asked for advice concerning the placing of advertising for hotels, resorts and State, County and Civic organizations, and for various other interests connected with the development of travel.

I cordially recommend the newspapers listed in this folder, not only as having a large circulation and the highest standing in the communities where they are published, but as being particularly well suited for carrying the needs of travel and resort advertisers.

BUFFALO, N. Y.  
 Buffalo Courier  
 and  
 Buffalo Express  
 CINCINNATI, OHIO  
 Cincinnati Enquirer  
 DALLAS, TEXAS  
 Dallas Morning News  
 DETROIT, MICH.  
 The Detroit News  
 DENVER, COLO.  
 Rocky Mountain News  
 MIAMI, FLA.  
 Miami Daily News  
 PHILADELPHIA, PA.  
 Philadelphia Record  
 PITTSBURGH, PA.  
 Pittsburgh Gazette-Times  
 ST. LOUIS, MO.  
 St. Louis Globe-Democrat  
 SACRAMENTO, CALIF.  
 Sacramento Union  
 SAN FRANCISCO, CALIF.  
 San Francisco Chronicle  
 SEATTLE, WASHINGTON  
 Seattle Times  
 WASHINGTON, D. C.  
 The Evening Star

St. Louis

Globe

The Newspaper

F. St. J. Richards - - - New York  
 Guy S. Osborn - - - - - Chicago  
 J. R. Scolaro - - - - - Detroit

# reurely, is the Power to buy things

Mr. Ward Foster, of "Ask Mr. Foster" fame, who is, no doubt, the travel expert of the country, concedes that The St. Louis Globe-Democrat is, indeed, the most productive, most influential, medium in this territory for travel and resort advertising.

His endorsement offers a pretty accurate index to the worth of this famous newspaper. People who can afford to travel constitute a responsive and attractive market for all kinds of merchandise—all kinds of service.

Advertisers ambitious to increase the volume of their business are cultivating this great 49th State market by scheduling their advertising in The Globe-Democrat.

# Globe-Democrat

The 49th State

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - London

# POWER

*Through  
Concentration*

BY devoting itself to one subject, the Home—

and by covering that subject interestingly and completely—

BETTER HOMES and GARDENS has developed a tremendous influence on the purchases of more than 900,000 substantial American families—and has become essential in a thorough job of advertising to the American Home.

## BETTER HOMES and GARDENS

850,000 better homes—\$6 a line

E. T. MEREDITH, Publisher  
DES MOINES, IOWA

*Advertising Offices*

New York Chicago Philadelphia  
San Francisco Minneapolis  
St. Louis Kansas City



Thousands of  
business men  
keep in touch  
with home  
development  
by reading  
BETTER  
HOMES and  
GARDENS  
each month.

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# Yarn Manufacturer Assumes Full Burden of Quality Guarantee

S. B. & B. W. Fleisher Will Guarantee Wearing Quality of Garments Knitted Entirely of Fleisher Yarn and Will Make Replacements Direct with Consumer

By Roland Cole

THE plan recently announced by S. B. & B. W. Fleisher, Inc., worsted yarn spinners, Philadelphia, to guarantee the wearing quality of garments made entirely of Fleisher yarn is of far-reaching interest to manufacturers in many fields.

The Fleisher guarantee is in the form of a tag attached to the finished garment. This tag is, in reality, a contact between the Fleisher company and the consumer-purchaser. If the yarn of which the garment is made is unsatisfactory as to wearing quality, the Fleisher company will, upon presentation of a just claim, replace the garment or refund the retail purchase price direct to the consumer. The retailer, the jobber and the garment manufacturer have no responsibility and are not involved in the replacement.

The point of difference which sets this guarantee plan apart from plans tried and used by other companies is this: In this case, the manufacturer of a raw material offers to replace articles fabricated by other manufacturers from that raw material, should the wearing quality of the raw material prove unsatisfactory to the consumer-buyer.

This innocent-looking guarantee is the visible sign of a merchandising policy which may revolutionize the Fleisher business. Not only that, but it may change the complexion of the entire knitted outerwear situation.

First, it involves the product on its manufacturing side, from the purchase of raw material to the completion of the fabricated garment. Second, it offers garment manufacturers who buy this guaranteed yarn from Fleisher a means of scheduling their produc-

tion on the basis of advance orders taken from dealers for quality merchandise, for which, under the plan, there will be a dependable consumer demand. Third, it affords the jobber, and more especially the retailer, a way to tell quickly the difference between quality knit goods and the inferior kind, which under present conditions is practically impossible. Fourth, it does exactly the same thing for the consumer which it does for the retailer in the matter of indicating the difference between pure worsted yarn and the other kind, and then, in addition, it gives the consumer a guarantee bearing a name that represents the accumulated good-will of a fifty-year old advertising reputation.

## A FUNDAMENTAL AILMENT

"One of the things that is fundamentally wrong with the merchandising of quality goods in the knitted outerwear field," said Stuart F. Louchheim, vice-president and sales manager of S. B. & B. W. Fleisher, Inc., "is that there is no way for the consumer to tell the difference between quality material and the mixed or inferior article, except by buying a garment and wearing it. In this progressive day, shoddy yarn can be made to resemble pure worsted in appearance so closely as to deceive even an expert, without his microscope and test-tube. What is needed is a dependable means of identifying yarn quality, so that everybody concerned, from the garment manufacturer to the consumer, may be able to tell the difference between the genuine and the imitation.

"Taking this condition, which is universally admitted, as our starting point, we began, nearly a year ago, a painstaking search for

a remedy. Not only did we call upon the members of our own organization, but we consulted experts in every department of the industry, as well as the best merchandising authorities and business counsel. After our plan was evolved, we submitted it to every available test.

"We have two departments in our business, i. e., the selling of yarn to the consumer for home knitting, and sales to garment manufacturers. The business was founded in 1867. We have spent over \$15,000,000 in advertising during the last fifty years. Therefore, the name, Fleisher Yarns, has an established reputation for quality. The present plan applies to yarn sold to garment manufacturers.

"No guarantee means anything to the consumer unless the name on the guarantee is one which enjoys consumer good-will. In the course of our investigations, we found that ninety out of every 100 persons know the name, Fleisher Yarns. What we are doing, therefore, is creating a new brand name for a grade of yarn which will be subjected to special care in manufacture and inspection. The name by which it is to be known is 'Fleisher XXX Guaranteed Yarn.' The guarantee reads as follows:

This garment is knitted of Fleisher XXX Guaranteed Yarn, a worsted yarn made entirely of especially selected pure virgin wool, and the wearing quality of the yarn is guaranteed. If the yarn in this garment should fail to give you satisfactory wear, send it direct to us, with this tag and the store sales slip, and we will replace the garment with another similar garment. This guarantee does not cover color or dyeing. S. B. & B. W. Fleisher, Inc., 25th and Reed Streets, Philadelphia.

"This guarantee will be printed on special tags of attractive design and supplied to garment manufacturers for attaching to garments made exclusively of Fleisher XXX Guaranteed Yarn. The tags will have the Fleisher name design prominently displayed, so as to be easily recognizable by the consumer, the guarantee printed on one side and our slogan on the other—"Knit goods are only as good as the yarns of which they are made."

"When a consumer, anywhere, buys a knitted garment from a retailer bearing this guarantee tag, and finds the yarn does not wear satisfactorily, that garment may be returned direct to us and we will make the adjustment and relieve both retailer and garment manufacturer from all responsibility and work in connection with making the adjustment. It is clearly understood between the Fleisher company and its manufacturer-customers that Fleisher is not guaranteeing knit goods against rejection or complaint by jobber or retailer. The guarantee covers only the wearing quality of the yarn.

"The first step which we undertook in the execution of this plan, after it had been approved and adopted, was a selling campaign to garment manufacturers. Because of the precision necessary in the manufacture of Fleisher XXX Guaranteed Yarn, its production will be limited, at least for the present. Garment manufacturers have already signed up with us to the full extent of our present production facilities. The second step will be advertising in trade publications to inform the trade fully on the merchandising advantages of the plan. The third step will be national advertising to the consumer, which it is our intention to undertake at an early date.

#### NOT A CO-OPERATIVE CAMPAIGN

"The sales and advertising campaign is in no sense co-operative and all expenses will be borne exclusively by our company. Garment manufacturers who sign up with us on this plan will, we believe, find it advantageous to conduct their own advertising campaigns. In fact, there are several national advertisers among our present list of customers. Moreover, those manufacturers who merchandise their products most vigorously will, in all probability, reap the largest measure of benefit from the plan, as one of its important cumulative effects will be to take the peaks and valleys out of production. As consumer preference, stimulated by advertising, grows into a steady demand





The only 100%  
coverage of the  
entire National  
Market



Country Newspapers  
can be selected  
individually or in  
any combination

"I believe in the Country Weekly. I believe that no matter in the United States is more thoroughly read, or has more influence than the pages of these Home Town Papers."

—Alfred P. Sloan, Jr.  
Pres., General Motors Corp.



General Motors Corporation is investing hundreds of thousands of dollars in country weeklies this year. Country Weeklies are represented by the

**AMERICAN PRESS ASSOCIATION**

225 West 39th Street, New York City  
122 So. Michigan Avenue  
CHICAGO

68 West Adams Avenue  
DETROIT



for garments made of Fleisher XXX Guaranteed Yarn, the trade will be more and more able to place its orders ahead."

One incident of considerable interest to manufacturers who find the use of a guarantee valuable in selling the consumer is recited by Mr. Louchheim. During the demonstration of the Fleisher plan in several of the larger metropolitan retail stores, garments made of Fleisher yarn, of equal price, quality, style and attractiveness, were divided, and guarantee tags were placed on one group, the price of such garments being raised a dollar, or two or three dollars, higher than corresponding garments. Invariably, the consumer would pay the higher price for the guaranteed product. This seems to prove conclusively that the consumer has more confidence in a guarantee signed with an advertised name like Fleisher than she has in her own judgment.

### Should Sales Letter Writers Be Entertainers?

HUGHES, WOLFF & COMPANY, INC.

ROCHESTER, N. Y.

Editor of PRINTERS' INK:

In response to Mr. Barber's article in your March 24 issue entitled: "Mythology, Theology, History, Funny Stories in Sales Letters," let me say that my Uncle Hugo has just about completed compiling our family tree with remarkable completeness back to the year 1471 A. D.

In it appear two lawyers, three doctors, a metallurgist, eighteen merchants, a manufacturer, a dentist, twelve salesmen, four artists and a sculptor. The sculptor's first name was Michael and he married a widow with three children, one of them—a girl named Valerie Celeste—having a wart on her chin and an insatiable preference for the companionship of left-handed people. Valerie, in 1709, became engaged to a red-headed glass-blower, but the marriage never took place; some members of the family giving one reason, some another; no agreement having been reached. My own opinion—not for publication; and just between friends—is that the glass-blower used a chunk of his customary material as the stone in the engagement ring, thereby irritating the fiancée.

You are wondering what the deuce this is all about. That's just how the average business man feels when he receives an unsolicited letter from a stranger in which the apparent desire of the writer is to be entertaining or didactic. You have been awaiting this letter of mine and yet when it opens with a lot of material quite foreign to

your personal interests you grow bewildered and perhaps vexed.

Mr. Barber is quite right. I have written dozens and scores of sales letters, all more or less resultful, and the best formula that I have uncovered is *tres parties divisio est*:

a—Determine what you have to say;

b—Say it;

c—As soon as you've said it, stop.

Not that any of the three steps are easy, if done well. Nor will every letter composed according to this formula pull results that establish new records. But violation of the formula—the addition, especially at the beginning, of Diana, Osiris, Pericles or Joe Miller—is an excellent way to keep favorable responses to a minimum, if my experience is a safe guide.

As I write this my secretary brings me my morning's mail. It consists of thirty-two pieces. From the upper left-hand corner of twenty-nine I learn who sent them; the other three are printed matter with "clever, curiosity-arousing" teasers in the return-card space. Besides this letter to you I must this morning give my attention to an appointment at 9 o'clock here in the office, a customer who is due at ten, a new 32-page booklet for a client, a board meeting and a half peck of odds and ends.

As soon as I write "yours truly" to this I shall open the mail first, of course. And then—what's going to happen to the epistle which begins, "Did you ever hear that one about Minerva and Baal as published in Herodotus and burlesqued by Lew Dockstater?"

What's going to happen? "Dunt esk."

ED. WOLFF,  
Treasurer.

### A. S. Allen to Open Own Office

Arthur S. Allen, who has had charge of the Ruxton Color Service for a number of years, is resigning from Philip Ruxton, Inc., New York. Beginning May 1, he will open his own office at New York, devoting his entire time to the further development of his work in the application of color and color standards to products, cartons, wrappers and displays.

### Charles Eneu Johnson and Company Buy Chicago Factory

Charles Eneu Johnson and Company, Philadelphia, manufacturers of printing inks, have purchased a factory at Chicago to take care of business in that territory. This follows the establishment of their own carbon plant in Louisiana about a year ago. It is understood that the Johnson company will also manufacture news ink in the new plant.

### Gallia Laboratories Appoint Hazard Agency

Gallia Laboratories, New York, American distributor of products of several French laboratories, has placed its advertising account with the Hazard Advertising Corporation, New York. Newspapers and magazines will be used.

# "N. S. F."

**D**EALERS are led to stock merchandise because of the promise of three things: Quality. Price. Salability. Advertising creates salability in merchandise of merit offered at a fair price. The obligation to keep your promise to create salability through advertising is as definite as your obligation to deliver quality at a fair price. Some advertisers undertake to cancel that obligation so far as the farm market is concerned, by advertising limited to publications reaching only a small per cent of the farmers. They may reasonably expect their dealers to regard their promise as they do a check the bank has returned marked "N. S. F." The Farm Life group of more than a million farm families is important to dealers who sell to farmers. Other good farm papers are needed to reach other groups.

T. W. LEQUATTE  
*Advertising Manager*

## Farm Life


Spencer, Indiana

# Copy's

INCREASING

# Competition

*WAYS to meet it...*



The  
Blackman Company  
*Advertising*

MAGAZINE • NEWSPAPER • OUTDOOR • STREET CAR

120 West 42 \* NEW YORK

TEN y  
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east.

SINCE  
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magazi  
paper a  
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CLEAR  
meetin  
readers

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solution

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advert

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or use

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Please

"C

Name

Title

Comp

Addre

Produc

TEN years ago a piece of copy of average effectiveness stood a good chance of being seen and read. Today its chances are not so good, to say the least.

✱

SINCE 1916 there has been a 600% increase in the volume of national magazine advertising, while newspaper advertising space has approximately doubled.

✱

CLEARLY, every advertiser's copy is meeting a growing competition for readers' time and attention. To buy more space may be one solution, but we are inclined to believe that more effective copy is the fundamental solution.

✱

HERE is something for us in the advertising business to think about. We have collected some plain facts and practical suggestions in the form of a twelve-page memorandum. Any advertiser may have a copy on request. Kindly write us on your letterhead, or use the coupon below.

Please send me your memorandum:

"Copy's Increasing Competition"

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Product made \_\_\_\_\_

## Advertisers

WITH WHOM  
WE WORK

*The Packer Mfg. Co., Inc.*

Packer's Tar Soap  
 Packer's Liquid Shampoo  
 Packer's Charm

*Seaboard National Bank*

*Walter M. Lowney Co.*

Lowney's Chocolates

*Vacuum Oil Company*

Gargoyle Mobiloil  
 Gargoyle Lubricating Oils  
 for Plant Machinery  
 Gargoyle Marine Oils

*The National City Co.*

Investment Securities

*Procter & Gamble*

Crisco · Ivory Soap  
 Ivory Soap-Flakes · Chipso  
 P & G—The White Naphtha  
 Soap

*Towle Manufacturing Co.*

Sterling Silverware

*Lehigh Portland Cement Co.*

*The Stanley Works*

Tools—Hardware

*The National Gypsum Co.*

National Mineral Wall Board

# You Know How to Cover Louisville

*It Can Easily Be Done Through  
The Courier-Journal ~ The Louisville Times*

**D**URING March, 1927, National Advertisers placed 81% of their advertising in The Courier-Journal—The Louisville Times—significant facts that set forth the tremendous Leadership that these newspapers enjoy in the Louisville, Kentucky Market.

It is only natural that The Courier-Journal—The Louisville Times saturate the territory they serve—their reader services, features and news value so completely surpass their competitors that readers have practically but one choice. No effort or expense is spared to make them the best NEWSpapers that money and brains can produce!

over  
**121,000**  
Sunday

over  
**150,000**  
daily

Advertisers know that they  
**CAN** sell the **BIG** Louis-  
ville Market through—

## The Courier-Journal

## THE LOUISVILLE TIMES

REPRESENTED NATIONALLY

BY

THE S. C. BECKWITH  
SPECIAL AGENCY

*Alone*

(Member of the 100,000 Group of American Cities)

# Washington Retailers Are Beard- ing the Chain-Store Lion

A Cash-and-Carry Warehouse Plan Which Enables the Independent Grocers to Offset Certain Basic Chain Advantages

THERE are some cities in this country in which chain-grocery organizations control more than one-half of the total retail grocery business. In one or two other lines, the chains are rapidly reaching the position where, in different communities, they will corral the lion's share of the local business.

All this is, of course, of extreme significance to manufacturers. Even more significant to the producer, however, are the plans which the independent retailers are formulating for the purpose of insuring a continued existence. These latter developments are of interest to manufacturers because most of them involve alterations in the buying and merchandising methods of the independents and these changes may force manufacturers in many lines to alter their distributive policies.

One of these retail merchandising developments in which manufacturers would do well to take a particular interest is now being worked out by the grocery retailers of Washington, D. C.

Of the 1,950 grocery outlets in this trading area, about 680 are in the hands of five chain companies. These 680 stores unquestionably do a very much larger dry grocery business than the 1,200-odd independents. Inter-chain competition is severe and the independents are constantly losing ground. Manufacturers of staple items frequently find it impossible to enter this market profitably.

A way exists however to overcome this situation without making the ruinous concessions which appear necessary. The District Grocer Society, an association of independents, operates at present eighty-three stores under a plan that has proved to be satisfactory. To get warehouse distribution with the D. G. S. is even more difficult than with the chains. It

is comparatively easy however to get member store distribution by dealing with each member individually, whether through a local jobber or otherwise. If the item is a fair mover it will later be stocked by the warehouse and a measureable demand created. The chains can then be sold on a proper business basis.

To become a member of the D. G. S., it is necessary first to qualify as a "good merchant." Those dealers who have no grasp of retailing fundamentals are not accepted as members, and numerous applications have been rejected on this score.

## SOME OF THE NECESSARY QUALIFICATIONS

Every member must agree to maintain his store with the most scrupulous cleanliness. A uniform store front is prescribed and must be adopted. Stores must be separated by at least two city blocks, allowing 400 possible locations. Leaders are advertised at cut prices twice a week. Members must agree to carry an adequate supply of the advertised items and to sell them at the advertised price.

When these requirements have been complied with the new member pays into the D. G. S. \$230, this sum being his share of capital requirements and also a deposit against any liabilities he might later incur. If for any reason his membership is terminated this \$230 is refunded in full.

A member is free to buy from any source he chooses, and on any terms he chooses. But the D. G. S. operates as a cash-and-carry warehouse, selling to members only, at absolute cost without allowance for overhead of any kind. No delivery system is maintained. Each member must call at the warehouse and pay

cash for his order before leaving the premises.

Once a month all operating expenses are totalled and each member is billed for his share. For example, if there were 100 members and \$1,500 of expense, the individual store would pay \$15. The \$230 deposit prevents any collection difficulty, and should a member become three months in arrears he is dropped and the indebtedness deducted from his deposit which is then refunded.

This is a very important point for many reasons. In the first place no outsider can undersell the D. G. S. warehouse. Every price concession of whatever nature is passed on in full. In many co-operative plans a percentage is added to each purchase to cover overhead. A local jobber is then frequently in a position to unload one or two items in competition with the member's own commissary. Furthermore, the D. G. S. plan encourages maximum use by members as the bill is not on a percentage basis in so far as the individual member is concerned.

The D. G. S. is a corporation with a board of directors elected by the members. This board meets every Monday evening and decides all questions by vote. It functions through a general manager. Many of the policies worked out by this board are farsighted to a surprising degree and show a profound understanding of modern merchandising principles.

The policy on private brands is ultra-conservative and is governed entirely by consumer acceptance of the D. G. S. name. The management has no illusions on this point and, at present, puts out only three articles, namely, coffee, butter and toilet paper, under a private label.

Only fast moving nationally known brands are carried. All doubtful and new items are left to local jobbers. No goods are accepted on consignment.

No overhead economy is too small to escape attention. The total D. G. S. force consists of one manager, one bookkeeper, and two warehouse men. No elaborate office or fixtures are allowed

or contemplated. Few chain systems can even approach the D. G. S. in its distribution costs, figured on a percentage basis.

The D. G. S. seems to spend about \$10 per store per month for advertising and for all other items about \$5 per store per month.

The history and actual results of this plan are fully as interesting as might be supposed. Although the D. G. S. has been gradually developed for more than five years, it did not open its warehouse until November, 1925. Almost all member stores do a vegetable, fruit, fresh meat and fish business. Their dry grocery sales, which were steadily decreasing from year to year, are now definitely on the increase, being from 10 to 15 per cent above last year's average. Total cash receipts from all sources, per store, probably equal the leading chain. No member has gone bankrupt. Only four stores have had to be dropped for lack of complete co-operation.

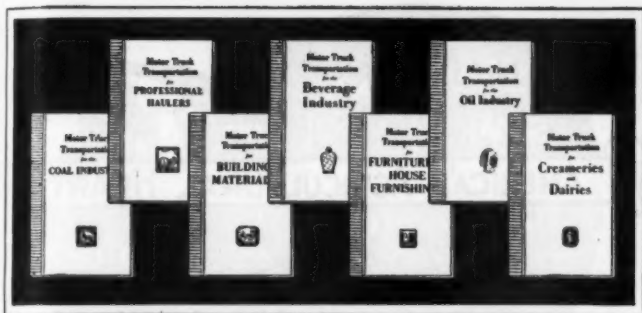
In contrast, other independents are still on the down grade in dry grocery sales. Also the number of independent outlets is clearly diminishing.

In conclusion, it may be remarked that whereas progress has been slow it has nevertheless taken place, and is continuing on a sound basis in spite of the fact that the chains now operate one branch to each 900 of population. Future developments of the D. G. S. will be interesting. To offset certain basic chain advantages the D. G. S. has advantages of its own. Not the least of these, is the flexibility of the individual store, which can adapt itself accurately to each neighborhood served.

Some manufacturers who look far ahead profess some anxiety for the ultimate survival of their brands. To foster such developments as the D. G. S. and to initiate them elsewhere, presents interesting possibilities.

R. K. Berry, recently New York manager of the Photoplating Company, Minneapolis, has joined the Advertisers Sign and Display Company, New York.





## Industrial Buying

If you are selling your product to various industries, you know that a specialized presentation to each industry is desirable, if not absolutely essential to success.

Each industry has its own buying habits. What may be a convincing appeal for one industry, may be wholly ineffective for another. You must talk to the buyers of each industry in their own language and in terms of their own experiences.

The flexibility of direct advertising makes it an ideal medium to reach and to influence industry. Its preparation, however, must be based upon a clear perception of industrial markets.

To a discussion of this problem, we will bring, at your request, a breadth of experience and a specialized knowledge.



**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis · Plan · Copy · Art · Engraving · Letterpress and Offset Printing · Binding · Mailing



*This compact market fits into  
your sales plan naturally*

**T**HE sales manager who studies the farm market and faces squarely the job of getting business at a minimum sales cost knows the value of Successful Farming and the "Heart States."

For by drawing an outline of the "Heart" on the sales map, he finds that it works into the present sales and advertising

# SUCCESSFUL

"The Backbone of Most Successful Farming"

E. T. Meredith, Publisher

Advertising Offices:

DES MOINES

NEW YORK

CHICAGO, ILL.

plans without warping or twisting. It fits because it is a natural geographically formed territory.

At a glance, the compactness of this farm market holds forth many opportunities. For concentrated in these thirteen states are the most progressive and prosperous farm people of the country. Here there is as much farm wealth as can be found on the farms of the remaining 35 states. Each year the "Heart" receives half of all the income paid to the American farmer.

In brief, it is these facts—the compact market that fits the well planned sales campaign, concentration of more substantial farm people and the concentration of farm buying power that have made the "Heart States" the primary farm market—that have turned the attention of the far seeing sales executive to Successful Farming.

For Successful Farming is the one farm publication edited particularly for these farm people. And because it reaches one in every three farms of the "Heart," it has become the first publication through which to sell this first of all primary farm markets.

# EL FARMING

ful ing Campaigns in the Farm Field"

th, Pa. Des Moines, Iowa

CHICAGO LOUIS

KANSAS CITY

MINNEAPOLIS

SAN FRANCISCO

**2,000,000 Duplication**  
 in 6,708,717 Circulation of 6  
 Largest National Farm Papers!

**173,000 Duplication**  
 in 4,960,852 Circulation of 39  
 State and Sectional Farm Papers.

Leaving a net circulation of 4,613,755,  
 thru the nationals at \$36.50 per line.

And a net circulation of 4,787,593 thru the  
 locals at \$31.66 per line.

The locals provide 173,838 more net, un-  
 duplicated circulation, a more even coverage  
 per state and incomparable local influence  
 at \$4.84 lower rate.

Send for comprehensive chart proving these  
 statements.

*Figured on the basis of total farm paper circulation to total number of  
 farms per state, everything over 100% is either duplication or not on farms.*

## **E. Katz Special Advertising Agency**

Established 1888

### **Publishers' Representatives**

Detroit	New York	Kansas City
General Motors Bldg.	58 West 40th St.	Waldheim Bldg.
Atlanta	Chicago	San Francisco
22 Marietta St.	307 No. Michigan Ave.	Monadnock Bldg.

# Some Display Cartons That Retailers Are Using

An Investigation Reveals That Life Savers, Buss Fuses, Baby Ruth and Le Page's Are among Those Products Appearing in This Type of Display

By Arthur H. Van Voris

Retailer of Hardware, Housefurnishings and Sporting Goods

THE increasing number of display cartons is an indication of the present-day spirit of co-operation which is shown in the manufacturer's effort to help the retailer sell his merchandise across the counter.

A recent excursion into various retail marts has disclosed some unusually interesting specimens of the carton type of selling assistance. Let us look over some of these together. The following kinds of stores were visited, with requests for suggestions as to the most helpful and useful counter display cartons or displays:

Grocery, drug, dry goods, electrical, stationery and, finally, hardware, which the writer knows best.

I shall not attempt to list all of my findings, for I found a vast number of really good counter display cartons. I shall comment only on what appeared to be representative items of stock, regardless of the retail selling price of the individual piece.

It was observed that there is a marked uniformity and similarity in the carton displays in practically all the stores represented, which indicated to me that much practical planning had been entered upon to bring about something that would be workable and usable by the retailer.

I regard this finding as important, for it denotes a passing of

any hit-and-miss trial methods as to what the retailer wants, can use to profitable advantage and *actually does use*.



AN ILLUSTRATION CLIPPED FROM A LIFE SAVER CONSUMER ADVERTISEMENT SHOWING ITS COUNTER CARTON IN ACTUAL USE

We shall start with a visit to a grocery store.

In the grocery store, counter display is generally at a premium, due to the constantly changing perishable and semi-perishable nature of much of its merchandise, which must be displayed prominently in order to move it promptly, without spoilage or loss.

Nevertheless, certain good display cartons were seen.

Most of them were containers



carton gives instruction as to how it is set up as a display piece. The top folds back across itself with a cut-out picture of a good-natured infant making understanding use of the product before us.

In this drug store again I saw numerous display cartons of five-cent-seller candies with more or less similar themes to those shown in the grocery store. I also found all manner of individual cartons carrying one piece to the carton, in such lines as stationery, perfumes, toilet goods, rubber goods, and the whole characteristic line of the modern drug store.

On the top of the cigar counter, two nationally advertised makes of cigars brought me back to the larger display carton with package contents, for here were three sizes of Peter Schuyler—Panetelas, Odd Moments and Briefs—and one of Blackstone—the Midget size.

The general plan of all four of these cigar display cartons was quite identical, the top of the carton opening up into a display panel, with printing and lithograph work on the side which is then displayed. Both the display piece and the individual containers were all nicely finished to attract favorable attention and I believe that each one of them held ten of these pocket-size boxes of cigars.

Take the Panetela size in the Peter Schuyler, for instance, which we will say has an average selling price from ten to fifteen cents, possibly two for a quarter. With this handy sealed box of five or six cigars, the cigar counter makes a larger unit of sale for each purchase that is rung up on the cash register and I doubt not that this type of display is daily responsible for thousands of such larger-unit sales to customers who may have originally had it in mind to step in at some store and buy merely one or two cigars.

From my own experience as a retailer, I can vouch for the sound background of this merchandising policy. It has two definite effects: It prompts the customer to make a larger purchase than he originally planned

and it also is a reminder for the retailer to suggest the desirability of such a purchase to a customer who may not take the initiative himself.

I know of one item in our own line in which the average customer would call and ask for a pair only. The manufacturer puts the article up by the half dozen pairs, each half dozen in a box and a gross to the counter display carton. Many and many a sale has resulted by merely calling the customer's attention to the convenience of having an extra supply on hand.

Down the street a few doors from the drug store is an electrical store and on its counters there are some display cartons, too.

The one which greeted my eye first was not exactly a carton. It was much more imposing and was a permanent piece, secured, so the proprietor informed me, by making a certain definite purchase of contents for the display. It was for

*Buss Electrical Fuses.* Twelve by eighteen inches it stood upon the counter—a metal piece in yellow, black and blue, exceedingly clever in its get-up, for at the top of the front panel was a true reproduction of a small fuse box with a lithograph of a user actually putting in a new Buss Fuse. This reproduction of the fuse box had two Buss Fuses in it and it was very realistic, combining the lithograph with the real product.

On the rear of this display, which was very sturdily built, were five upright tiers with metal division walls, to carry a very reasonable counter stock of fuses in the different sizes and they are put up five to the carton. This container display was in blue and black and was a neat thing in itself.

*Dutch Brand Friction Tape.* A very good seller in the electrical store on account of its manifold uses and sales were reported as largely creating themselves by means of the counter display carton.

Orange and blue in color and

about four by eight inches in size, holding sixteen rolls of tape, each in its own small carton. The top of the larger carton folded up and doubled half over itself, making a display face on which was shown the trade-mark and two pictures of different uses for the product. This suggestion to the retailer was printed on the carton:

"Friend Dealer: Put this attractive display carton on your counter. It is a Silent Salesman and will sell More Tape for you."

**Radio Battery Cables.** The American Fabric Company now puts out this product in individual cartons, one dozen to the counter display carton which is  $8\frac{1}{2}$  by  $10\frac{1}{2}$  inches, in orange and blue.

Common to most of the cartons observed, this display piece for counter use formed its display face by lifting up the cover and folding it back, half over itself. On this face, one sees a cut of a radio set on a table, the battery beneath, connected up by means of one of these radio battery cables, thus indicating at a glance the desirability of using one of them.

Now to call at the stationery store to see if it, too, is in line in this procession of today's merchandising counter display.

There they are, sure enough:

**Le Page's Paste.** An interesting carton rather different from any I had thus far run across. Narrow and tall, with an easel back and holding a dozen tubes of paste, each in a carton of its own, six in a tier.

We might say there are four parts to this display carton. Starting at the top was a display panel with an attention-focusing lithograph. Then a tier of six tubes. Next, a center panel announcement, followed by the lower tier of six tubes of paste.

And on this same counter in adjacent positions were similar cartons displaying Le Page's Liquid Glue and Le Page's China Cement.

This stationery store, much like its neighbor drug store, had many small displays on the counters,

mainly featuring merchandise of trifling retail cost—items which would catch the eye of the passing customer. I noticed that plenty of them had a half or more of their contents sold, showing their positive efficiency as silent salesmen for the proprietor.

Now we shall see if the dry goods store believes in counter displays.

By comparison to these other stores visited, this type of store did not have such an extensive array of counter cartons and perhaps for the very reason that there were not as many glass display counters on which to put them. On the wood counters, I learned, an array of display cartons would be somewhat of a nuisance, on account of hampering the salesfolk in unrolling yard goods to show customers the piece.

But satisfactory results were, however, reported for the display cartons that were used on the glass display cases.

**Kum-A-Part Cuff Buttons.** Here was a fine-looking mahogany finished display case with a glass cover to protect the contents from pilfering and soilage, with a lithographed background holder for the contents which consisted of three dozen assorted pairs of cuff buttons priced from fifty cents to \$1.

**Clinton Safety Pins.** An up-standing blue and gold pasteboard carton cabinet about six by nine inches, holding sixty cards of safety pins. The face of this carton cabinet was cut out, disclosing five tiers of cards of the product standing upright with the selling price per card, lithographed on the bottom of the central cut-out. Across the bottom, spreading over the space occupied by their tiers, was the name plate, Clinton Safety Pins.

Now for the hardware store, which is our own retail line.

**Northland Ski Wax.** A green and white carton holding two dozen tins of wax.

"Makes Sliding Easy."

"Prevents Heavy Snow Sticking."

These captions appear in prominence. There were two parts



to the carton, which presented the merchandise at two different angles to the eye of the customer—one an upright tier and the other reaching out toward the customer. There was a cut-out of a youth on skis, attached to the top of the upright section.

Each attached half measures six by six by two inches deep and I like this idea of one part of the carton tilting out in an inviting manner, asking the customer if he doesn't need one of these trim green tins of ski wax.

**Hohner Harmonicas.** A folding display carton set up on the idea of steps. This, like the previously described carton for Le Page's products, presented two tiers of the article to the view of the customer, six harmonicas to a tier. And, like the others, it allowed for a central display face which in this case, was embellished with the caption: "Hohner Harmonicas—The World's Best—50c."

The colors are red, blue and black and the size, when open, is eight by thirteen inches.

**Large-Pike Thermometers.** A black pasteboard carton with six household thermometers. The carton was eleven by fourteen inches by one inch deep and each thermometer was attached to the bottom of the carton with split brass pins, easily detached.

As it stood erect on the counter, six assorted brightly finished thermometers were exposed to view and against the black pasteboard background, these bright colors of the merchandise made a distinguished and easily distinguishable array.

**Coleman Generators for Gas Lamps and Lanterns.** An orange and black carton five and a half by five and a half inches, holding one dozen content-cartons of the product. A picture of the article on the display cut-out, formed by folding the top of the carton over onto itself. Also a picture of a Coleman Gas Lamp and Lantern. Instructions for the retailer in setting up this small carton were printed on the inside flap of the top of the carton.

This company has another very

good display carton for holding one gross of mantles for its lamps and lanterns, which was the display previously referred to as creating for us many sales of the one-dozen-to-the-carton instead of the smaller unit of merely one pair of mantles.

**Carborundum Pocket Hones.** A metal display rack ten by eleven in red and gray, holding two dozen pocket hones or sharpening stones. The display had an easel back for standing it up on the counter and each of the hones was packed in a tiny carton of its own, held in place by cut-out openings on the display rack or panel.

I hope our little excursion of counter carton inspection in these various fields of retail endeavor has proved neither wearisome nor boresome. If there appears to be a rather remarkable sameness throughout the entire retail range investigated, from my own viewpoint of retail experience with many of these silent salesmen, let me remark that I consider this fact a good, healthy indication that counter display cartons have passed the well-I-wonder-how-this-one-will-work stage and that they have come under the thumb-print of uniformity and system.

The ultimate and enduring fact is this: They help the retailer to sell more merchandise. That's what it's all about, after all.

### Westchester County Weeklies Merged

The Bronxville, N. Y., *Press* and the Tuckahoe, N. Y., *Eastchester Citizen-Bulletin*, weekly newspapers of Westchester County, have been consolidated as the *Press of Bronxville, Tuckahoe, Scarsdale, Crestwood and Fleetwood*. C. E. Lovejoy, director of the company which published both papers, will be editor and publisher of the new paper, now issued semi-weekly.

### Iowa Outdoor Advertisers Re-Elect Officers

At the thirty-first annual convention of the Outdoor Advertisers Association of Iowa, held at Ames, J. B. Stewart, of Clinton, was re-elected president. The following were also returned to office: Vice-president, A. J. Busby, of Waterloo; secretary, F. E. Trainer, of Ackley, and treasurer, Elbert Payton, of Centerville. The next annual meeting will be at Council Bluffs.



# SCRIPPS-HOWARD

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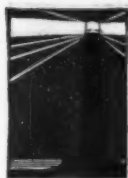
**THE** *New York Telegram* announces a total net paid circulation of 196,329 for the six month period ending March 31, a gain over six months ending March 31, 1926 of 13,840. The acquirement of the *Telegram*, purchased by Scripps-Howard Newspapers early in February, was part of a great expansion program which has no parallel in history.

## New York Telegram

A Scripps-Howard Newspaper

Represented by { ALLIED NEWSPAPERS, INC., 250 Park Avenue,  
DAN CARROLL, 110 East 42nd Street, New York

Chicago



# WARD *Growth*

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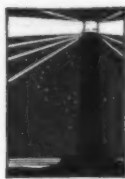
THE *Cleveland Press* announces a new total circulation of 235,458 and a city circulation of 193,110. Without the use of premiums or contests the *Press* has gained 7,602 total circulation in the past six months. *Press* leadership in the True Cleveland market is the result of legitimate circulation and advertising growth.

## Cleveland Press

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# SCRIPPS-HOWARD

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**T**HE *Pittsburgh Press* now has 198,126 daily circulation and 259,163 Sunday circulation, a daily gain of 10,629 and a Sunday gain of 14,798 for the six months. Gain for the year, 14,686 daily; 15,490 Sunday.\*

More daily circulation in Pittsburgh than other two evening papers combined—more Sunday circulation in Pittsburgh than other two Sunday papers combined. Linage gain in 1926 was 1,657,292 lines.

## Pittsburgh Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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rk; Chi



# OWARD *Growth*

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THE *Cincinnati Post*, dominant newspaper in a trading territory of 910,000 population, now has a total circulation of 209,925 of which 132,239 is city and suburban. Total gains 17,461 over March 31, 1926. City and suburban gain 10,871. During 1926 the *Post* gained 1,117,844 lines of advertising.

## Cincinnati Post

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle





# WARD *Growth*

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THE *Baltimore Post*, Baltimore's five column newspaper, gained 1,123,879 lines of advertising during 1926, following a gain of 1,195,761 lines in 1925. With a doubled subscription price, the new six month circulation figure is 107,035.

## Baltimore Post

A Scripps-Howard Newspaper

enue, k; Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# WARD *Growth*

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THE *Washington News* announces a total circulation of 65,870. During the six month period the circulation price was doubled—readers paid ten million additional pennies. In 1926 the *News* gained 834,918 lines of advertising. Readers of the *News* are a select audience and include the government employes who spend Uncle Sam's huge payroll.

## Washington News

A Scripps-Howard Newspaper

enue, Chicago, Detroit, San Francisco, Los Angeles, Seattle



# SCRIPPS-HOWARD

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THE NEWS-papers of Denver announce six month average circulation figures as follows: *morning*, 30,571; *Sunday*, 66,518; *evening*, 43,687. Circulations for week ending March 26 were: *morning*, 39,044; *Sunday*, 92,554; *evening*, 54,223. The NEWS-papers were acquired by Scripps-Howard in November 1926. Current figures are higher than April 1, 1926 figures by 130 per cent *evening*, 36 per cent *morning*, 68 per cent *Sunday*.

## Rocky Mountain News

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue



# HOWARD *Growth*

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THE NEWS-papers of Denver during first three months of 1927 show a gain of 1,538,398 lines of advertising, while Post lost 324,210 lines. *Local* advertising gain during same period for the NEWS-papers was 737,418 lines; *national* gain was 32,338 lines; classified gain was 768,642 lines. During the three months, the NEWS-papers took complete *classified* advertising leadership, printing 82,876 more classified ads than other morning and evening paper.

## VS Denver Evening News

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle



# SCRIPPS-HOWARD

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THE *Indianapolis Times* announces a new total circulation of 62,845 which is a gain of 8,169 for the year. The new A. B. C. Auditor's report will contain a corrected city population figure and thus make easier a true conception of this market and the vital importance of this strong newspaper in securing effective coverage of this great market.

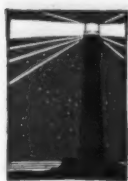
## Indianapolis Times

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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Chicago



# WARD *Growth*

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IT is significant of the growth and prestige of the *News-Bee* in the great community it serves, that its average net paid circulation of 97,208 for the six month period ending March 31, 1927 is 4,354 greater than for the same period of 1926. More than half a million lines of advertising gained during 1926.

## Toledo News-Bee

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# SCRIPPS-HOWARD

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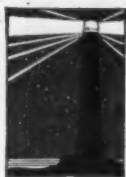
**T**HE *Columbus Citizen* gained more than a million and a half lines of advertising in 1926, and stood *second* on the list of six-day evening newspapers of the United States in lineage gains. Total circulation for six months ending March 31, is 90,373, a gain of 5,863 for the year. Only A. B. C. paper in Columbus.

## Columbus Citizen

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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# INWARD *Growth*

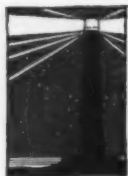
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THE *Akron Times-Press* gained 2,490,600 lines of advertising during 1926, and gained 8,214 circulation during the six month period ending March 31, over same period of last year. Daily circulation is now 52,245; Sunday *Times* 36,090. A daily circulation gain has been recorded for 15 consecutive months.

## Akron Times-Press

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle



# SCRIPPS-HOWARD

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THE *Birmingham Post* now has a total circulation of 56,418 (six months ending March 31) which is a gain of 7,882. Linage gain for 1926 exceeded 1,180,000 lines, and for three months of 1927 exceeds 303,000 lines. The *Post* is essential for coverage of Birmingham's 101,000 families.

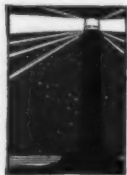
## Birmingham Post

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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# WARD *Growth*

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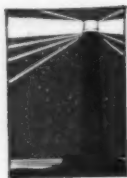
THE Memphis *Press-Scimitar* now has a total circulation of 93,562 (net paid average since consolidation November, 1926), which is the largest afternoon circulation in the South. More city circulation, more suburban circulation than any other Memphis daily newspaper. The *Press-Scimitar* is first in daily local display advertising and first in total volume of daily advertising.

## Memphis Press-Scimitar

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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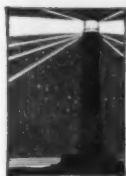
# SCRIPPS-H

**T**HE *Houston Press* gained nearly half a million lines of advertising during 1926 and gained more than 388,000 lines in three months of 1927. Total circulation, six months average, now 38,833, a gain of 5,546; for March 43,003. City circulation for March is 36,270, the largest city circulation of any newspaper in Texas.

## Houston Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue Chicago



# HOWARD *Growth*

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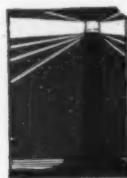
THE *Youngstown Telegram*, Youngstown's premier newspaper, as usual records a substantial circulation increase. New total circulation is 35,375, which is a gain of 1,585 over the March 31, 1926 statement.

## Youngstown Telegram

A Scripps-Howard Newspaper

Avenue Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# SCRIPPS-H

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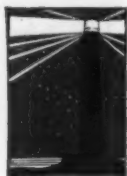
THE *Fort Worth Press* gained 2,064,664 lines of advertising during 1926 and gained 6,816 circulation for the year. Total circulation for six months ending March 31, 1927, is 28,662.

## Fort Worth Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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# WARD *Growth*

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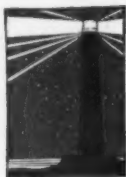
THE *Oklahoma News* with a total circulation of 43,509 gains 1,957 over the six month period ending March 31, 1926, and thus still more strongly provides coverage of the Oklahoma City territory—without duplication and without excessive cost.

## Oklahoma News

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# SCRIPPS-H

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THE *Evansville Press* gained nearly a million lines of advertising during 1926. Total daily circulation is now 22,545—a daily gain of 1,018. Sunday total is 23,579, a gain of 1,644. Nine out of every ten homes in Evansville are reached by this dominant newspaper.

## Evansville Press

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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# WARD *Growth*

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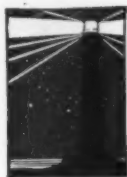
THE Knoxville *News-Sentinel* announces a total circulation of 35,179 daily; 34,213 Sunday—largest total and largest city circulation of any Knoxville newspaper. City circulation 20,867 daily; 20,407 Sunday. The consolidation of the News and Sentinel was one of the high spots in the 1926 Scripps-Howard expansion program.

## Knoxville News-Sentinel

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# SCRIPPS-HOWARD

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THE *El Paso Post* gains 4,664 circulation and announces a new total of 16,679. During 1926, the *Post* gained 1,589,098 lines of advertising, and for the first three months of 1927 leads the field in local advertising. Three months advertising gain—223,224 lines.

## El Paso Post

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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# HOWARD *Growth*

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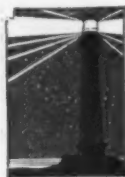
THE *San Diego Sun* announces a new total circulation of 21,237, a gain of 1,822 for the six month period. During 1926 the *Sun* gained 911,414 lines of advertising. Through the *Sun* the advertiser may make contact with San Diego's well-to-do and most cultured families.

## San Diego Sun

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# SCRIPPS-HOWARD

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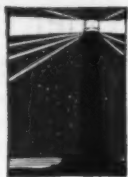
THE *Terre Haute Post* announces a new total circulation of 20,421, a gain of 3,609 for the year. In 1926, the *Post* gained 977,802 lines of advertising and this year to date has gained at a similar rate.

## Terre Haute Post

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue

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# HOWARD *Growth*

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THE New Mexico *State Tribune*, Albuquerque, with a new total circulation of 11,873 is the State's leading and most influential newspaper. Gain for the year, 12 per cent. Linage gain for 1926 was 1,134,112 lines.

**New Mexico State Tribune**

A Scripps-Howard Newspaper

Chicago, Detroit, San Francisco, Los Angeles, Seattle

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# Helping Dealers Offer Personal Service to the Masses

By Classifying Its Curtain Fabrics According to Their Suitability to Certain Types of Homes, the Quaker Lace Company Has Worked Out a "Personal Mass Service"

By R. S. Tibbals  
Of the Quaker Lace Company

**D**URING the last few years so many retailers fell into the habit of merchandising on a price basis and advertising "20 to 50 per cent off regular prices" that now that price has lost its strong appeal to the consumer

whose dealers in various lines are looking to them for a way out of present difficulties.

• Today the retailer sees many women come into his store and then go out without buying. He watches them look around, ap-

## Your Customers Want Merchandise Service—Not Education

Have you noticed how many stores have added an Interior Decoration Department as an adjunct to their Display Department?

And have you noticed how few stores are successful in their efforts?

Interior Decoration Departments have sometimes made money. But they have almost without exception failed to bring the expected increase in display sales.

Why? Undoubtedly these stores have been right in seeing that women are no longer satisfied to buy goods because they want the right curtain for their particular home.

And they were wrong with authority in so seeing that right curtain is.

But they are according to pay for it. They have been able to find and educational service of an Interior Decoration Department.

What most of your customers want is a merchandise service—right buying made easy.

Behind the knowledge of why to buy is the knowledge of how to buy. It is the knowledge of how to buy that is the real service to the customer. It is the knowledge of how to buy that is the real service to the customer.

On the opposite page we show the kind of Interior Decoration service that is worth more than a dozen plans.

Understand, we are not suggesting your whole stock merchandising in this way. For most there will be many buyers of "hot curtains".

But increased display sales will come from women who know the type of lace they like in and who want their curtain to fit in harmony with it.

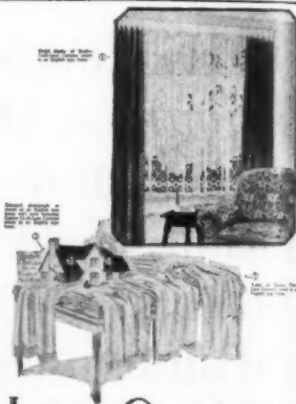
What we suggest, therefore, is this—For one or two weeks a month set your display tables, your windows and your advertisements to make right buying easier instead of using dress in better-labeled goods.

Here an original photograph or sketch of one of the types of homes popular in this city, and with it a sample of the proper treatment for the windows. Then display the correct Quaker Craft Lace Curtains and show for that type of home.

You will find that after the better curtain using quality and at more satisfactory profits.

Remember, however, that your customers are not to be misled. A merchandise service is not a merchandise service. It is a merchandise service. It is a merchandise service. It is a merchandise service.

And merchandise service is distinctly the Department Store's province.



Quaker Lace Co.

Wholesale Salesmen: New York, 100 Fifth Avenue, New York; London, 100 Strand, London, England.

## Quaker Craft—Lace Curtains

ONE OF THE DOUBLE-PAGE BUSINESS-PAPER ADVERTISEMENTS EXPLAINING THE NEW PLAN TO THE TRADE

these stores are searching frantically for a new idea that will sell goods in quantities. And they are looking to the manufacturer to help them find it.

While I am speaking particularly about those stores and sections of department stores in which the lace curtains of my company are sold, I believe that many other stores and departments are facing the same problem. Therefore, our move to help the retailer find a new merchandising idea may be of help to manufacturers

parently without seeing what they want, and leave. He figures that perhaps these women do not know just what they want, and he puts in an interior decoration department to help them with their troubles. In this new department he is able to sell one customer at a time, which is not enough, for his success hangs on mass sales. He must sell to large numbers of customers.

Our company had been watching this situation develop. As one of the largest lace manufac-

turers in the country, making a high-class product, our contacts were widespread and varied. From close touch with these sources we found what we felt to be the basic factor in the retailer's merchandising difficulties.

#### PRICE NOT THE PROBLEM

It was that while women had been educated to know that their individual homes required individual curtain treatment, the stores were doing little or nothing to help her in picking the best fabrics for her particular use. She was being shown prices; she knew she could get any type of material at any figure she could afford. But her problem was not one of price. What she was troubled about was to know which fabric was the best for her individual need.

In other words, publications had given her a splendid educational background in how to make the home more beautiful, but no one was giving her the specific help she needed to make her home what she felt it ought to be. When she went into a store she was looking for someone or something to guide her to the best fabrics for her use.

What the retailer needed then, to give his customer what she wanted and yet to bring him volume business, was a sort of interior decorating department which would give a personal service to large numbers of women. We took the problem to our advertising agency, and together we worked out what we termed a plan of "personal mass service."

We began to carry out this plan last fall when we classified Quaker curtain fabrics according to their suitability to the most prominent types of American homes. For years curtains had either been exact copies of a period design, a rigid period type, or else an original design. What we did was to take our existing general stock and, without being too strict in our divisions, arrange it in groups that would fit in any of the Colonial, English or Spanish types of home for which

the average store customer would buy curtains.

At this time we put out a booklet called "Correct Curtains and How to Select Them," which we sold to the consumer for ten cents through coupons in our regular advertising. Finding that the consumer showed a very real interest in the booklet and also in the idea of classification according to use instead of according to price, we felt that we could take the idea to stores and stimulate their curtain business.

We had seen the classification method work out practically, right on our own sales floor with a Southern merchant playing the part of consumer in this particular case. This retailer, while on a New York business trip, came to see us about curtains for his own home. We expected that it would take at least an hour to fix him up, but one of our men set about the job in the way that we wanted retail stores to do.

"What kind of a house are the curtains for?" was our salesman's first question.

"Colonial," was the answer.

The salesman then showed the dealer curtains which we had grouped for this particular style of home, and he brought out only two or three displays. The merchant, who had not had any more idea of what he wanted in particular than the average woman usually has who comes into his store down South, was delighted with the specific fabrics he saw, and in ten minutes, with no confusion, he was all fixed up. He went home, feeling that he had got a very personal service, and he told his family that curtains had been designed especially for a Colonial house.

This was the personal service which we felt the average store could give on a mass basis, and our first notice of it to the trade appeared March 12 in a two-page spread in a dry goods trade magazine. This is the way it outlined the plan in full:

Make it easy for customers to buy the curtains you want to sell.

Mrs. Homemaker wants new curtains.

She wants something "just suited" to her Colonial or her Spanish or English home, as the case may be. For the day is past when curtains are curtains, regardless of home types.

But exactly what that "just suited" means is very vague in her mind.

When she comes to your department what help will she get in her quandary?

Will she find curtains classified by price but not by use? Will she find the curtains suited to her home so mixed with patterns suited to other types of homes that only an expert could select the right pattern?

If so, don't be surprised if she turns in desperation to something *safe* and *inexpensive*—plain cheap materials on which your competition is naturally keen and your margin small!—that is, of course, if she buys at all.

If you want her to buy the right curtains for her home, the ones on which you make a profit—make it easy for her to buy the curtains you want to sell.

Classify your displays to suit the main types of houses found in your city.

For example, on one table group only curtains suited to, say, the Colonial type of house. Put a card on the table announcing that these curtains are particularly suited to the Colonial home—even have your display department draw a sketch of that type of home.

Carry out this same idea on other tables for the other types of homes popular in your city. Carry out the same idea in window displays and newspaper advertising.

Then watch the increased interest in your department and your bettered profits.

There is a lot of talk today of "educating the consumer," but what the consumer really wants is not education but *right buying made easy*.

The second page of this spread showed a model display of Craft-Lace curtains suited to a Dutch Colonial home and a model counter display along our suggested lines—a table with materials suited to a Dutch Colonial home and with a cardboard model of such a house to attract proper attention to the table. We suggested to stores that they could enlarge photographs of local homes and feature them on such tables.

We then reprinted this first business-paper advertisement as a broadside to be sent out simultaneously with our first half-page rotogravure consumer announcement. These broadsides went to a selected list of 3,000.

Before the appearance of our first consumer advertisement, scheduled for April 3 in sixteen metropolitan newspapers over the country, we sent telegrams to

dealers describing what we were to do in the rotogravure advertising. These telegrams went to all the larger stores on our list and asked if they would carry our classification idea out in their own advertising to tie-in with Quaker Lace's consumer announcements. For one large store in the Midwest we actually laid out an advertisement which could be used for this purpose.

Our first consumer advertisement, the beginning of a series, carried through our classification plan. "What type of home do you live in?" was the headline of one above a street lined with houses of many kinds. Copy said:

Do you know that whatever the type of your home—Colonial, English, Modern American, etc.—you can get *glad* curtains in *perfect harmony*?

And at reasonable prices too!

To supply your home with exactly the right curtain, Quaker Craft-Lace Curtains and Nets are made in over two thousand patterns!

Of course you wouldn't care to go through such a line as that; so the expert buyers in your big stores have done it for you, selecting those curtains and nets suited to the predominant types of houses and apartments in your city.

The border of this advertisement showed various curtains, some of them draped on windows to give a complete effect.

What we have done in this campaign of ours is to find a way for the retailer to free himself of the price selling incubus and yet turn over his goods in the volume which he must have. Our classification plan enables him to give a personal service with mass returns. This plan we are advertising to stores through trade magazines, direct-mail circulars and telegrams. Now we are telling the consumer that such a service is available, and we really are working through the consumer to get the stores to carry out the plan to the fullest.

### Ohio Soap Companies Merge

The Remmers-Graham Company, Cincinnati, manufacturer of toilet soaps, and The Beaver Soap Company, Dayton, Ohio, have been consolidated as the Beaver Remmers-Graham Company. Headquarters are at Dayton.

7, 1907

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**80% of our circulation is sent direct  
to the home by our special  
messenger system**

**The newsstands carry the balance**

**THE**

## **Brooklyn Daily Times**

is the popular newspaper that daily grows in favor in this field of 500,000 families.

A. B. C. Auditor's report of 1925-1926 gives this newspaper the largest circulation in Brooklyn.

During 1926 the Brooklyn 'Times' increase in advertising was 1,727,054 lines—the second largest gain of all New York morning and evening papers.  
**REACH THIS TWO BILLION  
DOLLAR MARKET VIA**

**THE**

## **Brooklyn Daily Times**

The community stimulator of the most concentrated market in the U. S. Place your message where it will reach the goal.

**LORENZEN & THOMPSON**

19 West 44th St.  
New York

122 S. Michigan Blvd.  
Chicago

Kohl Bldg.  
San Francisco



Dealers  
that

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by **OFFS**

LITHOGRAPH

**HARRIS**  
offset press

Published in the  
More Effective Advertising  
the Harris-Seybold-Potter  
manufacturers of HARRIS  
POTTER Offset Presses

The **POTTER**  
Rotary Offset



Produced on a **HARRIS** Offset Press.

# Letters at LL -

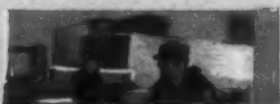
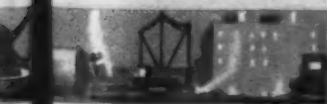


ONE of the finest forms of advertising is the dealer letterhead. Dealers will send them out IF the design is attractive and the reproduction well executed.

That is why most dealer letterheads are produced by OFFSET Lithography. By this process, your message is carried home in a manner which pleases both the prospect and the dealer.

## *Call in an Offset Salesman*

Ask a lithographer, operating offset presses, to show you some letterheads which dealers have been glad to send out.



*Subjects courtesy of Willys-Overland, Inc., and The Beaver Products Co.*

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## The Herald Tribune passes another milestone

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now over  
**300,000**  


The New York Herald Tribune has set a new circulation record—300,610 weekday and Sunday average for the six months ending March 31, 1927.

During the past six months, the New York Herald Tribune had more readers on weekdays and Sundays than at any other period in its history.

This achievement of a circulation of 300,000, and more, was not due to any abnormal circulation efforts; it is a logical result of the Herald Tribune's consistent editorial policy—"Complete News Plus the Best Features."

Thus the Herald Tribune completes another successful chapter in making newspaper history in New York, and opens the way for new, greater, broader achievements in the future.

# NEW YORK Herald Tribune

CHICAGO  
Woodward & Kelly  
369 N. Michigan Ave.

DETROIT  
Woodward & Kelly  
Pine Arts Building

SAN FRANCISCO  
Thomas Henry  
610 Market Street

BOSTON  
Carroll Jackson Swan  
323 Park Square Bldg.



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# The Consumer Pays for Management's Blunders

Advertising and High Wages Are Indicated as the Preventive of Widespread Unemployment

By Chester M. Wright

Of the American Federation of Labor

**W**HEN Secretary of Labor James J. Davis says, as he does in the March 24 issue of **PRINTERS' INK**, that the lay-off in industrial establishments is archaic, that it aggravates where it is intended to help and that it goes rippling down the line extending its evil, he is right. He is so right that what he has to say should no longer need saying in any industrial community.

Five or more years ago when the late president of the American Federation of Labor began talking in that manner, when he ridiculed the cost of living theory as a wage-fixing theory and pointed to the rising tide of machine production, there were not many to listen and still fewer to give heed. Secretary Davis is not preaching any new doctrine or producing any startling new facts for readers of **PRINTERS' INK**, which has done a great public service by its efforts to publish informative articles on the general subject involved, but the great mass of our employers and of our workers remain unenlightened. The reason for this is that it seems to take endless reiteration to drive home even the simplest fact, if it is new and if it means a change of conviction. How slowly, indeed, do people change their views and their practices, speed age though this is.

When the World War drew to an end, Samuel Gompers proclaimed that there must not be a reduction of wages in American industry. He knew that only continued high wages could keep the factory wheels turning. Wage reductions may start, as Secretary Davis points out, in small places. But by percussion and repercussion the baleful influence spreads

until veritable panic is in the air—and we have "hard times," that idiotic bogey of old.

We need today to look out for that very thing. There is more unemployment this year than there was a year ago. He who runs may read that from a dozen analyses of industry. Secretary Davis finds it in the reports of his own department. I find it in reports from men who work and who know little more about statistics than that they are figures of some sort. But it isn't serious yet. It hasn't got to a point where there is any chance of unemployment parades. And summer, instead of winter, is ahead.

On the other hand, factory productivity continues pretty much at top figures. Some industries report a temporary decrease in orders. But others are enjoying the most prosperous era they have ever known.

## LABOR'S PART IN PROFITS

We have ten corporations that rate in the billion dollar class. They have assets worth a billion or more each and there are two whose assets are worth well over two billions of dollars. In ten trades that have been examined the per man productivity of the workers has increased tremendously. In none of these ten trades has there been a corresponding increase in wages. The labor productivity increase helps to make high profits for big corporations.

When productivity far outstrips the buying power of the community, something must happen. Commodities must pile up. In the midst of a possible plenty, even unto fabulous surpluses, we may have want and misery. Maladjustment is the reason.

How foolish it seems for the great corporate plant owner, possessed of machinery with which to create production miracles, having about him employees capable of making that production miracle a continuous reality, to stop his machinery and so stop his production. It seems like a wilful, wanton industrial suicide.

Two things are needed; two agencies can come to the rescue of the manufacturer who thinks he had better slow down his machinery because "hard times" are on the way, or mayhap at the door. These agencies are: First, higher wages, or shorter working days, or both; and second, advertising and more advertising, judiciously employed. If the fireman who fires the plant boiler adopted the tactics of the frightened employer he would put no more coal on the fire when steam pressure began to drop, for fear of having no coal on his pile for next year's fire. But the fireman logically puts more coal on the fire when steam pressure begins to drop. Years ago I used to fire a boiler that ate large quantities of coal and I discovered that different kind of a law of supply and demand.

It is not difficult to realize that individual employers are faced with problems that look as if they were beyond the reach of such a solution. They find the market shrinking and they see no recourse except to shrink with the market. It is not unlike the protective coloration of certain insects and animals. But it is a wholly negative defense and serves only where there is neither the ingenuity nor the energy to adopt and execute a positive defense. The attack is always the best defense and anything less than attack is a confession of weakness which should not be present.

If there could be a proper maintenance of balance between wages and production, between buying power of consumers and producing power of producers, old man Panic would be driven hence forever. If the individual manu-

facturer says he can't bring about such an adjustment all alone, the answer is that unless individuals can do it alone, there will never come a time when all will do it, and so there will never be an end to "hard times" or panics, or whatever name ought to be given these sporadic and epidemic evidences of collective incapacity. Somebody has to march out in front and find out how to employ the new tactics.

That the lay-off of employees creates only havoc is written large in the book of employment experience. When the rebuilding time comes, it is a sad story of disorganization that has to be faced. Continuity of employment and continuity of operation are the only truly economical and efficient methods. The ignorance and incapacity that allow staffs to go to pieces are costly things and the consumer finally has to pay the bill. As always he pays for all the blunders of management and the incapacities of everyone who has a hand in production.

#### WHAT ADVERTISING CAN DO

When the slow-down seems approaching the market can be developed, enlarged, deepened, by advertising. Advertising seeks out new purchasers. It stimulates new uses for standard products. It is, in its way, if not a miracle worker, at least a dependable drudge that goes digging here and there, in this corner and that, where no other force can get, enlarging markets and whispering inviting words of encouragement to factory wheels. Advertising says, "come boys" to the wheels. It never says, "stop."

But with advertising there must go that other requisite, a wage that does its share toward creating a consuming power that can respond to its message. Given those two vital factors and "hard times" are as dead as a last year's egg.

Why should products pile up for want of buyers so long as there are those who want to buy? It is a fair question and management has got to provide a satisfactory answer some day.

If there are those who say this

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is radical doctrine, I say it is the most conservative, constructive doctrine in the world. It looks toward keeping things going, and toward giving people ample quantities of the various necessities and luxuries of life—the Ampicos and the Studebakers, as well as the corned beef and cabbage. An intelligent use of advertising and a truly scientific relation of wages and hours of labor to productivity will work wonders.

The time to think and plan about these things is when the first little ripple of unemployment comes along; not after the paralysis of panic and bread lines has laid its deadening hand upon the wheels of our great factory system.

### The Kleppner Company, New Business

The Kleppner Company, Inc., an advertising business, has been formed at New York by Otto Kleppner, for the last five years advertising manager of Prentice-Hall, Inc., New York publisher. Previous to that he was engaged in sales promotion and agency work for six years.

### Furniture Account for Arthur Hirshon

Slack Rassnick & Company, Inc., New York, manufacturer of furniture, has appointed The Arthur Hirshon Company, Inc., New York advertising agency, to direct its advertising account. Newspapers and magazines will be used.

### W. T. Grant Company Profits Increase

The W. T. Grant Company, operating 109 chain stores, reports sales of \$36,074,617 for the year ended January 31, 1927. Profits for the year were \$2,126,731, against \$1,825,274 for the year before.

### J. R. Robinson Joins Rex Paper Company

John R. Robinson has joined the Rex Paper Company, Kalamazoo, Mich., as general sales manager. He was recently trade investigator of the Butler Paper Corporation.

### Appoints Dearborn Agency

The Standard Educational Society, Chicago, educational publisher, has appointed the Dearborn Advertising Agency, of that city, to direct its advertising account.

### Advertising Urged to Sell Automobiles Abroad

In a trade bulletin issued by the United States Department of Commerce, automobile manufacturers are urged to increase the sale of their cars abroad through the generous use of the American-type of advertising. It is explained that automobiles on the Continent are in the luxury class and that there is an ownership tax in some instances amounting to 50 per cent of the cost of the car. The bulletin suggests that if advertising is used abroad which educates the public to the fact that the automobile is not for the few but for more general use, the ownership tax could be reduced, possibly eliminated, and replaced by a gasoline tax.

Some of the points which it is suggested should be stressed in the advertising are the ease with which an American car can be handled, the freedom from ignition troubles, the low cost of mechanical attention and upkeep, and the standardization of parts, which insures uniformity of product and facilitates quick repairs at comparatively low cost.

### Railroad Trade-Marks Its Locomotives

Time-worn black and a number will give way to distinguishing markings which will serve to identify some recently ordered locomotives of the Baltimore & Ohio Railroad. The order for twenty new engines stipulated that they should be painted olive green, striped with red and gold, and that each be given the name of a president of the United States in addition to a number. The locomotives will be used on service between Washington and New York.

### New Advertising Business at Salisbury, Ill.

An advertising business, known as Henderson & Royal, has been started at Salisbury, N. C., by Richard Henderson and Jack Royal. Mr. Henderson has been with the Salisbury Post. Mr. Royal has been engaged in the printing business.

### Buy Sacramento Office of MacGibbon and Watson, Inc.

Jean Watson and Ruth Brooks have purchased the Sacramento office of MacGibbon and Watson, Inc., Oakland, Calif., advertising agency, and will hereafter conduct that office solely as a Sacramento concern under the name of Watson, Brooks and Company.

### Lumber Account with Joseph E. Hanson Agency

The advertising account of the Clark Lumber Company, Newark, N. J., has been placed with the Joseph E. Hanson Company, advertising agency of that city.

## Ford Closes Commissaries to Public

**H**ENRY FORD has rescinded his policy permitting his commissaries to retail merchandise to the public. This decision followed a boycott which, starting among the retail merchants of Detroit, was quickly rallying the support of merchants in various States.

The decision was announced by G. N. Staples, general manager of the Ford stores, at a protest meeting called by the recently organized Michigan Retail Merchants Association. For two hours a crowded audience had been listening to speeches condemning the Ford merchandising policy, when Mr. Staples made known his presence. After defending this system of retailing, he closed with the statement, "I want to say that it is our intention to close the commissaries—" but he got no further.

All the merchants jumped up and cheered their victory, throwing the meeting into an uproar. When the demonstration of the audience subsided Mr. Staples continued: "We are going to close to the public because the business is so big we can't handle it. We are going to devise some new system in a few days whereby we'll be able to confine the commissary privileges to Ford employees."

This change in plans clarifies a situation which spelled ruin for many Detroit retailers who found themselves unable to compete with the low prices charged by the Ford stores. E. F. Padberg, of the Missouri Grocers & Retail Merchants Association, read correspondence with E. G. Leibold, Mr. Ford's general secretary, which brought out the fact that the commissaries last year sold employees \$12,000,000 of groceries, hardware, clothing and other staple commodities at a profit of \$400,000 or  $3\frac{1}{2}$  per cent. By selling to the public it was hoped to raise this total to more than \$50,000,000. In retaliation the retailers refused to purchase Ford cars or take delivery from merchandise moved in Ford cars.

## Colgate Buys Pompeian Company

Colgate and Company, New York, soaps, perfumes, etc., through acquisition of stock, has purchased the Pompeian Manufacturing Company, Cleveland, Pompeian massage cream. The Pompeian company will continue to operate as formerly, retaining its identity in every respect. Otto F. Leopold remains as president. S. B. Colgate has been elected first vice-president. Vacancies on the board of directors have been filled by representatives of the Colgate company.

Pompeian Massage Cream started its romantic career in the back of a West Side drug store. Fred W. Stecher, brother of Henry S. Stecher, chairman of the Pearl Street Bank, discovered the Pompeian process at odd moments while clerking in the store.

He started to market the product in 1901, and in 1905 the company was incorporated. Stecher continued to operate the business until his death in 1916, at which time Otto F. Leopold, a director in the National City Bank, who is interested in various other enterprises, became president.

The company has become known all over the world, and its products are sold in from twelve to fifteen foreign countries.

Colgate & Co. dates back to 1806 and is one of the best-known companies in the country. The present company was formed in 1908 to take over the predecessor company. Gilbert Colgate is chairman of the board of directors, and S. M. Colgate is president.

## Name Changed to Adamars Advertising Company

The name of the Adamars Company, St. Louis, advertising agency, has been changed to the Adamars Advertising Company. Charles F. Keebaugh, who was formerly in direct-mail and printing work, and R. L. Hildebrand, at one time advertising manager of the Curlee Clothing Company, St. Louis, have been added to the staff of the Adamars company.

## B. H. Pillard Joins Corman Agency

Basil H. Pillard, formerly with Pratt & Lindsay, Inc., and the Lafayette Advertising Agency, both of New York, has joined The Corman Company, Inc., as an account executive. He will continue to conduct the advertising course at the 23rd Street branch of the Y. M. C. A.

## H. R. Schaeffer Advanced by Wm. H. Rankin Agency

Herbert R. Schaeffer, for the last two years with the Wm. H. Rankin Company, advertising agency, has been made general manager of the New York office. He has been manager of production and merchandising.



## 320,442 meals are prepared daily for buyers of The Columbus Dispatch

Throughout Columbus and Central Ohio it is a weekly custom among thrifty housekeepers to scan the news and advertising columns of The Columbus Dispatch before going out to buy delicacies for the table.

That's why local and national advertisers of Foods, Groceries and Beverages find The Dispatch such a profitable advertising medium.

During 1926 they used 1,089,120 agate lines of Food, Grocery and Beverage advertising in Ohio's Greatest Home Daily . . . . 275,783 MORE than they used in all other Columbus Newspapers combined.

The Circulation of The Columbus Dispatch is

# 106,814

Daily Average Net Paid

Many, many thousands more than any other Columbus Newspaper

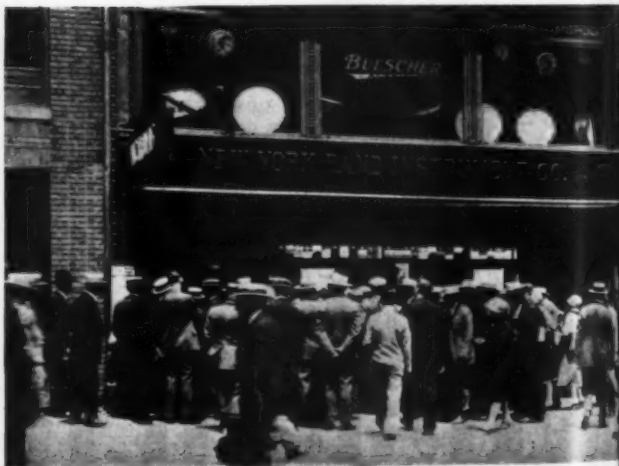
# Dispatch

OHIO'S GREATEST HOME DAILY

## *What We Say Is Assertion*

The perfect dream is advertising that really sells. Yet the duties of advertising are so manifold, and check of results so difficult, that a large part of our annual \$350,000,000 advertising budget must necessarily be devoted to "education," "publicity," "creating the market," "breaking down sales resistance," and so on. There has been lacking a final form of advertising which could combine all the duties of advertising, drive home its message, and prove its value in sales. For all advertising in the end must be judged by sales.

Whatever advertising should say, motion pictures say better. And the CAPITOL Continuous Automatic PROJECTOR puts that better-told story before the buyer at the logical place, the point of sale.



The advertising message tied up at the point of sale with other media.

## What Our Customers Say Is Proof

### **BASOL CO.:**—(using 92 Capitol Projectors.)

Cunningham's Drug Store, Detroit, used to sell a case of Barbasol—\$31.00 every two weeks. With the Capitol Projector in the window they sold \$1,310.40 worth of **BARBASOL** in two weeks—**AN INCREASE OF OVER 4200%.**

### **N & FINK:**—(using 15 Capitol Projectors.)

At Dorris' Pharmacy, 395 Broadway, Astoria, L. I., with a Capitol Projector in the window, the sales of **PEBECO TOOTH PASTE** increased from 1½ dozen in two weeks to 10 dozen for the same period—**AN INCREASE OF OVER 650%.**

### **ANGLE VICTRIX CO.:**—(using 20 Capitol Projectors.)

In Macy's window, New York, the Capitol Projector, advertising the **VICTRIX HATS**, sold 2,000 hats in 10 days.

### **NAVY:**—(using 44 Capitol Projectors for recruiting purposes.)

Atlanta, Ga., "Has netted this station 31 enlistments since it has been used" (fifteen days).

### **OWEY PHARMACY,** Broadway and 157th St., New York. (Dealer.)

"... In addition, we have noted **AN INCREASE OF APPROXIMATELY 25% IN THE GENERAL STORE BUSINESS** during the time the machine has been in our window."

Spread No. 1 of a series of 5 spreads in 5 successive issues of **Printers' Ink**—April 7th, April 14th, April 21st, April 28th and May 5th—telling the story of—

**Advertising**  
that really  
**Sells**

Us  
he  
plete Story

**CAPITOL MACHINE CO., INC.**

100 East 42nd St., New York City

Ashland 6881

# WHERE COMPETITION FOR ATTENTION — *is not such a struggle*

What a battle for attention must the average "publicity" advertiser wage in the usual channels of space at his command.

Here in this group of *family* publications, read by paid in advance, long time subscribers, lies an untouched opportunity for the manufacturer-advertiser who would have his copy "stand out."

These are the magazines for long years in the confidence and affection of 6½ million families—attested by the success of direct selling advertisers who have built up huge sales in this bulwark of our nation's home life.

Strike direct at 30,000,000 prospects in the small towns, villages and rural districts, by placing this group on your next list.

*You can prove the value of this space with keyed or coupon test copy, as many publicity advertisers have done to their lasting profit.*

## Mail Order Publishers Association

510 No. Dearborn Street, Chicago

### PUBLISHER MEMBERS

Blade & Ledger, Chicago	Illustrated Companion, New York
Clover Leaf Weeklies, St. Paul, Minn.	Illustrated Mechanics, Kansas City, Mo.
Home Friend, Kansas City	Mother's Home Life, Chicago
Household Guest, Chicago	Pathfinder, Washington, D. C.
Household Journal, Batavia, Ill.	Today's Housewife, New York City

**"THE BEST SPACE VALUE IN AMERICA"**

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# Cutting the Price Cut Our Sales Volume

Then, When Prices Were Restored to Their Former Level, This Company Found That Sales Also Came Back

By H. B. Kingston

Merchandise Manager, The MacDiarmid Candy Co.

THERE are two companies which operate under the name of the MacDiarmid Candy Co. While these are two separate and distinct corporations, both of them are owned and operated by members of the same family. Their policies and methods of operation are also practically the same and are founded upon the same fundamental principles.

One company has its headquarters in Detroit, Mich. This company operates eleven candy stores in Detroit and one in Ann Arbor, Mich. The other company has its factory and headquarters in Cleveland, Ohio. Here it operates eleven stores and has agencies in many other cities. Alex A. MacDiarmid is the head of the Detroit company and Roy W. MacDiarmid is the head of the Cleveland company. The MacDiarmid name in the candy business in these two cities had its inception more than twenty years ago and these companies have been operating upon the chain principle for about seventeen years.

In this article, I shall speak more particularly of the Cleveland company, with which I am associated, and I shall confine myself principally to the MacDiarmid price policy which is probably the most distinctive feature of this organization.

The idea that the only way to obtain volume is to cut prices is not only wrong, according to our experience, but we have demonstrated to our own satisfaction that cutting the price on an article like ours may cost us business instead of developing it.

To show that volume can be obtained without resorting to

price-cutting and that, on the other hand, price-cutting may actually bring about a loss in volume, let me cite some actual experiences we have had.

Most candy men know that bon bons are not particularly good sellers. Candy men rarely become enthusiastic over their merchandising possibilities. Here is what MacDiarmid's did with bon bons in certain weeks in which they were featured beginning in the year 1922.

I want to emphasize the fact that this special effort involved no price change whatsoever. The effort was devoted entirely to window and other display and the pushing of this product by the sales force.

During the MacDiarmid "Bon Bon Week" in 1922, the first year of this particular special effort, we sold 302 pounds of bon bons at the standard price of seventy-five cents in the seven stores which the company then had in operation.

During the MacDiarmid "Bon Bon Week" in 1923, the second year of this feature, we sold 1,116 pounds of bon bons in seven stores.

In 1924, MacDiarmid's had eleven stores in operation and 2,184 pounds of bon bons were sold during "Bon Bon Week."

I cannot give the accurate figures for 1925, but those for "Bon Bon Week" of 1926 should suffice to prove the point. During that week, in the eleven stores, we sold 3,300 pounds of bon bons.

During these special weeks of sales effort there was absolutely no change of prices from the normal level on this product. Practically all of the results indicated may be considered as being due to window display. The only time during the year in which we

Portion of an article appearing in *Chain Store Age* and reprinted with permission.

resort to newspaper advertising is during the holiday seasons.

Every week during the year we push some special, without any change in price whatsoever. The window display is made up accordingly after a certain style which we have developed so that the featured product is bound to be drawn to the attention of the public.

For all practical purposes the results shown above for these special efforts in bon bons are the same in varying degrees, according to the product, with all of our other weekly specials.

In support of this policy of price standardization and the belief that the public is willing to pay a standard price for good service in buying a product of uniformly good quality, I can describe yet another instance.

Back in 1924, this company was getting seventy-five cents a pound for most of its candy. There was a growing impression within the organization that if the price were cut considerably, the volume could be increased to the extent that the profits would be greater than at the price of seventy-five cents.

#### RESULTS OF PRICE REDUCTION

Finally, in November, 1924, the company announced a price reduction from seventy-five cents to sixty cents on all its candy in that price class; and proportional reductions in other grades.

What happened?

At the end of the first three months, MacDiarmid's was merchandising twice as much candy as it ever had with the price at seventy-five cents per pound. That peak of two pounds at the new price for one at the old price, was never exceeded and after the first three months, the volume began to taper off.

At the end of the sixth month of this period, the volume had gone down to a point where it was no greater than it was before the price had been reduced. Slowly but very surely after that for several months, it gradually went below the volume at the old price.

This sort of thing went on until February, 1926. All sorts of

efforts which were made to bring the volume up to the normal under the old price failed. With the new price considerably lower, the old pre-price-change volume simply could not be maintained.

At the time mentioned, we decided to go back to our old policy and raised the price to seventy cents per pound.

What happened then is most interesting. The volume of sales slowly began to ascend to an extent which seemed impossible under the old, lower price. At the end of the first six months after the price had been revised upward to seventy cents per pound, the volume had reached the normal which was customary under the old price of seventy-five cents.

During the second six months following that time, which brings us practically up to the present, the volume steadily arose above normal so that the gain above normal during the second six months was about equal to the gain up to normal during the first six months of this new period.

In other words, from the time MacDiarmid's got back upon a standardized price basis for a product of quality, the volume of business began to show a steady and healthy increase. There is no reason to believe that this increase will not constantly continue.

In the light of our knowledge of the events in connection with this price change, here is what happened as we see it.

There was at first the flurry of interest upon the part of the usual bargain hunters—those who have been educated to look for cut prices, but to whom the institution means nothing.

At the same time, for a time, the regular customers of MacDiarmid's continued their patronage. Very quickly, however, the impression gained strength with the latter class that in the reduction in price MacDiarmid's candy had lost something in quality and that the organization had lost something in service.

As a matter of fact this was the identical candy which had been sold before for fifteen cents more than the price at that time. There



**Some advertisers *confused***  
by the *low* city population *figures*  
shown on former A. B. C. reports have  
*underestimated* the *value* of the Indian-  
apolis market.

**The *U. S. Post Office* has**  
just made a *survey* of Indianapolis  
which affords some *valuable* information  
for advertisers entering this market.

**Indianapolis has *121,945***  
*families* within the A. B. C. city cir-  
culation boundaries, this survey shows.

***The Times* and one other**  
paper *cover* this market but *no*  
*one* paper can even do a *good two-thirds*  
job. *It does take two.*



**The Indianapolis Times**  
*A Scripps-Howard Newspaper*

was absolutely no change in quality. Neither was there in any sense a change in the service to the public.

The idea also got abroad that the MacDiarmid candies were in the price field. There was something "cheap" in the public mind—at least in the minds of a great portion of our former patrons—associated with the candies under the new price.

For example, a pound box, or a two-pound box, of seventy or seventy-five cent candy was not beneath the dignity of the lad who wanted to send or take candy to his sweetheart. But he would not be guilty of giving her candy at sixty cents per pound.

This is a fair example of how price-cutting acts on the American public which has money to spend and does the largest bulk of the buying, according to our belief and experience.

Price cutting in this instance did, to a certain very tangible extent, destroy confidence in the product in the minds of a great number of the people who were formerly steady purchasers of MacDiarmid's candies and the only real reason for this was not in the quality of the merchandise or in the service for there was the same management and the same personnel, but in the change of the price itself.

### Changes in Staff of E. T. Sadler Agency

Raymond Shaw, who has been with The E. T. Sadler Company, Chicago advertising agency, for the last four years, but who, for the last sixteen months, has been doing special work as advertising director for the Independent Oil Men of America, has returned to his agency work as a member of the Sadler staff.

Walter D. Stanley has also joined this agency as an account executive and is in charge of the plan and copy department.

### C. D. McKim to Direct Sales of Hercules Corporation

C. D. McKim, recently sales manager of the Continental Motors Corporation, Detroit, has joined the Hercules Corporation, Canton, Ohio, motors, iceless refrigerators, etc., as vice-president in charge of sales. He had been with the Continental company for twelve years.

## Organizer of Rural Free Delivery Is Dead

**PERRY S. HEATH**, for many years prominent as an editor and publisher and known as the "father of the Rural Free Delivery," died at Washington, D. C., March 30, at the age of seventy.

The successful establishment of the rural free delivery service is attributed to him. Entering the Post Office Department in 1897 under President McKinley, he directed the experimentation and preliminary planning of the rural delivery system with an appropriation of less than \$30,000. When he resigned three years later as Assistant Postmaster General, rural delivery service was costing about \$425,000 a year. In 1925 the cost was \$103,000,000.

At the age of twenty-one, Mr. Heath established the first daily newspaper at Muncie, Ind., and later gave Aberdeen, S. D., its first newspaper. Besides being identified with the nominating campaign of Benjamin Harrison for President, and with the framing of the constitution for the division of the Dakota territory and the government of the proposed States of North Dakota and South Dakota, he arbitrated the Government's contention over telegraph rates.

In 1901 Mr. Heath purchased the Salt Lake City, Utah, *Tribune*, and in 1902 established the Salt Lake *Telegram*, which he disposed of two years later.

### Edwin A. Machen Company Appoints F. J. Rohr

Frank J. Rohr has been appointed representative in the Toledo and Northwestern Ohio territory for The Edwin A. Machen Company, Toledo advertising agency. He was formerly manager of the Toledo office of Barron G. Collier, Inc.

### Cuban Publications Appoint Representative

*La Semana*, a humorous weekly, and *Revista de Agricultura*, both of Havana, Cuba, have appointed the All-American Newspapers' Rep., Inc., New York, as their advertising representative for the United States.

# Rotogravure Advertisers Starting the Year Right

Comparative Rotogravure lineages of Syracuse, N. Y., newspapers for first two months of 1927 (January & February):

*De Lisser Bros. Inc. Measurements*

	HERALD	POST STANDARD	HERALD'S LEAD
Local . . .	20,703 lines	1,134 lines	19,569 lines
National .	10,938 "	7,145 "	3,793 "
Total . . .	31,641 lines	8,279 lines	23,362 lines

The Herald is read by over eighty thousand intelligent discriminating people (average net paid circulation for March, 1927, was well over the 80,000 mark).

Local and national advertisers recognize the fact that to cover Syracuse territory on Sunday they must use the Herald.

## SYRACUSE HERALD SYRACUSE, N. Y.

National Representatives:

**PRUDDEN, KING & PRUDDEN, Inc.**

270 Madison Avenue  
New York

Globe Building  
Boston

28 E. Jackson Blvd.  
Chicago

507 Montgomery St.  
San Francisco, California

Leary Building  
Seattle, Washington

Chamber of Commerce Bldg.  
Los Angeles, California

*New Times*  
*New Conditions*  
*New Needs*  
*and a New*  
**American**  
**D**ruggist

The first issue under the  
new management will be  
July. Full details from

**American Druggist**

119 W. 40th St., New York, N. Y.

To  
*manufacturers selling  
the drug trade*

To  
*all buyers of space in  
media reaching the drug trade*

## AMERICAN DRUGGIST

*The Pharmaceutical Business Paper*

has been purchased by

INTERNATIONAL PUBLICATIONS, INC. \*

A new editorial policy to meet modern conditions with emphasis on reader interest,—a high standard of art work,—national paid circulation,—a large type page for display advertising,—new advertising rates,—are effective with the July issue.

\* This organization is affiliated with the company which publishes such magazines as MoToR, Town and Country, Harper's Bazar, Cosmopolitan, Good Housekeeping.

## American Advertising and Merchandising Methods Are Largely Responsible for the Continued Growth of Export Business

Commercial attaches of foreign governments continually complain that American manufacturers are outstripping their own because Americans present their products direct to the public through advertising. Editorials in foreign newspapers comment frequently on this fact.

Eight per cent of the total production of factories in the United States, excluding foodstuffs, is sold abroad, about two and a half billion dollars' worth last year. This is in the face of the keenest competition.

Those Americans who have been most successful usually follow the same policies abroad and at home. Advertising, careful merchandising, established quality and fair prices characterize their dealings. They tell their story to the people, and the people buy.

**ARGENTINA** is a particularly attractive market because its people are progressive, intelligent and comparatively well off.

While fifty countries have more population than Argentina, it stands ninth in rank as a buyer of American goods.

**LA PRENSA** of **BUENOS AIRES**, "South America's Greatest Newspaper," maintains an office in New York for the benefit of American advertisers.

Any manufacturer who has not yet established connections in Argentina, where business is at the peak during the slack season in the United States, should write to the Bureau of Foreign and Domestic Commerce at Washington and the office of **LA PRENSA** for information. A booklet on "Argentina as a Market for American Products" will be sent free by **LA PRENSA**.

**JOSHUA B. POWERS**

*Exclusive Advertising Representative*

**250 Park Avenue**

**New York**

# Putting Futurism into the Border

There Is a Growing Tendency to Create Bizarre and European-Flavored Effects as a Protest against the Old School

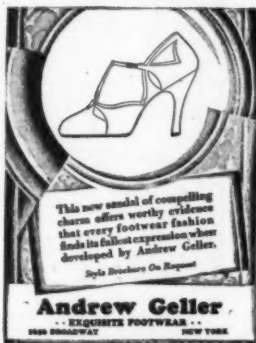
By W. Livingston Larned

**T**HERE has been not a little formality connected with the use of decorative borders, designers of advertising apparently being influenced by tradition. This composition would look best in a simple frame of straight lines of varying widths; that one called for prim period motif; still another seemed to encourage the use of tempera technique, relieved by poster whites and blacks.

And there is always a type book conveniently at hand, with its pages of orderly borders, supplied by the yard, immediately accessible.

"Put a decorative border of some kind around this," was once the popular method of disposing of the problem, and if the artist had imagination, he saw to it that the decoration was in keeping with the spirit of the message and its illustration. If he lacked imagination, there was no telling what might happen.

A very pronounced and decisive change, however, has taken place. Today care-



ful consideration is given to whether or not the advertisement actually requires a border at all. Will it be better without one? Will a decorative design merely congest the composition and take up valuable space, better left white? That there have been too many borders, in the past, nobody denies. It merely became a habit to surround the space with some type of frame. This was the traditional scheme. Some interesting stories are told, now, of the censoring of borders. One advertiser ordered a dozen magazine page decorative embellishments, done in the period manner, and at a substantial cost, for they were executed by a high-price specialist in this line. The advertisements were completed and presented in proof form. Then, in order to fit a smaller size, one of the layouts went through minus any border at all, in a last-minute rush.

It required only a glance to discover that the advertisement gained immeasurably by this elimination.

The illustration did not seem cramped. The typography was more readable. It was a far more attractive and artistic advertisement. Whereupon, in all insertions which followed, those expensive borders were omitted.

Not every layout calls for a frame. In some instances, it actually harms the advertisement.

Secondly, in any consideration of such borders, their relation to the product, the story and the general atmosphere of the message, the theme selected must serve a sympathetic and useful purpose. Just now, the rage is for futuristic schemes and for decorative designing with a decidedly European flavor.

In France and Germany, for many years, the idea of the border has been looked upon as an important adjunct. It is treated with extraordinary consideration, a wealth of skill and study and inventive art being directed upon the subject. For the most part, these border effects are dominantly unusual, futuristic and cleverly designed to direct attention to the typography within their boundaries. They are quite unlike anything customarily seen in this country, although more and more American advertisers are being won over to similar devices.

An advertiser must be liberal to agree to such embellishments, even in an ultra-pronounced age of futurism. Some of the borders mean nothing to the casual eye; they are decoration gone utterly mad. The futurist will reprimand you for this viewpoint and readily prove that they are heavily charged with meaning. Every line has its specific purpose; every

plane of color a worth-while significance.

The startling Lesquendieu advertisement reproduced here belongs in this peculiar classification. From the lettering at the top to the inexplicable side

**LESQUENDIEU**

**LIPSTICK TUSSEY**

**PARIS**

*Lipstick Tussy Follows the Clock*

It is "Tussy Time" from that moment in the morning when women suitably face their smart world, through every crowded hour of the busy day and evening.

So now Lesquendieu, originator of the little chubby gabbato case, has ingeniously created another Tussy sensation by presenting it with a tiny but graceful rotating mirror set in the top of the case. (This style, too, is made with the unique Tussy screw-down for regulating the lipstick—patent pending.)

The distinctive National Advertising Campaign featuring Lipstick Tussy throughout the past year has played an important part in making it the fastest selling quality lipstick in the United States; the heavy demands of the millimeter women suggest your placing a sufficient order immediately.

And remember when ordering that there are six vividly natural Tussy shades, each in a case of distinctive color. . . . With each order for one dozen or more, we will include an attractive counter display box especially designed for these famous lipsticks.

**NOTE THESE LIST PRICES**

No. 275	Lipstick Tussy	\$12.50 per dozen
No. 110	Lipstick Tussy with mirror	\$12.50 per dozen

Imported from France and distributed exclusively by

**J. Lesquendieu, Inc.**  
 45 West 45th Street  
 Boston 1, Mass. U.S.A.  
 New York City

LESQUENDIEU IS USING FREAK, FUTURISTIC BORDERS THROUGHOUT AN ENTIRE SERIES OF ADVERTISEMENTS

panels, there is much to perplex, yet the decorations are part of a preconceived plan. Toiletries, in this age, can be associated with the improbable, the eccentric, the totally different in conception. One of the most popular dress goods designs of recent years was madly futuristic. Packages of all kinds, appealing to women, are equally in the futuristic spirit. What more natural, then, that decorative borders of the hour should veer widely away from formalities of the past, and indulge in fantasy?

Whether advertisers like it or not, and whether it is wholly sane or not, the public invites a



# Always Ahead~ in ARGENTINA ~ LA NACION

## Proven Preference!

LA NACION of Buenos Aires never fails to enjoy a marked preference as the medium "par excellence" for bringing the sales appeal to the desirable clientele of that fertile market for American goods—ARGENTINA.

This continued preference is proven by the fact that LA NACION maintains a decided lead in the volume of display advertising in all classifications. The figures for December, 1926 and January, 1927, the last two months for which returns are available, speak for themselves.

### December, 1926

LA NACION	700,210 lines
Nearest Competitor	568,084 "

### January, 1927

LA NACION	447,832 lines
Nearest Competitor	321,062 "

The decrease in linage in January, 1927 as compared with December, 1926, results from the temporary slack condition of business, due to the fact that January is the height of the vacation period in Argentina. However, an interesting sidelight on the progress of La NACION as the preferred advertising medium of Argentina is furnished by a comparison of its total display advertising linage in January, 1927 with that of January, 1926 and the total linage of display advertising run by its nearest competitor for the same months.

	LA NACION	Nearest Competitor
January 1926	445,732 lines	381,404 lines
January 1927	447,832 "	321,062 "

GAIN 2,100 lines LOSS 60,342 lines

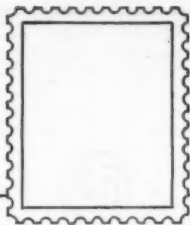
"Ask LA NACION about Argentina"

Editorial and General Office in  
the United States:  
W. W. DAVIES  
Correspondent and General  
Representative  
383 Madison Ave., New York

United States Advertising  
Representatives:  
S. S. KOPPE & CO., INC.  
Times Bldg., New York  
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by  
Dr. Jorge A. Mitre, Publisher of LA NACION





## How a leading department store saves postage

**B**ULLOCK'S, one of the leading department stores of Los Angeles, sends to a selected list of women reprints of full-page newspaper advertisements as advance notices of sales. Ordinarily, the postal costs on these mailings would be excessive—but the paper Bullock's uses for these reprints is Warren's Thintext.

Thintext is so thin it saves room, and so light it saves mailing costs, yet its surface is so smooth and velvety that it gives beautiful printing

results. It is not difficult to handle on the press, folds smoothly and binds well. And it is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

Our free booklet, "Making it Easy to Plan Printing on Warren's Thintext," contains some interesting suggestions on how you can use Thintext effectively in your mailing pieces. Send for it.

S. D. Warren Company,  
101 Milk St., Boston, Mass.

## THINTEXT

*one of* WARREN'S STANDARD PRINTING PAPERS



Charles Daniel Frey  
Company  
*Advertising*

30  
North Michigan Avenue  
Chicago, Illinois



CLIENTS

.....  
*Crane Co.*  
*S. Karpen & Bros.*  
*The Atlas Portland Cement Company*  
*United States Radiator Corporation*  
*Wilson Brothers*  
*Moline Implement Company*  
.....

MAGAZINE  
NEWSPAPER  
OUTDOOR  
DIRECT MAIL

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the product or its copy. If it succeeds in making small space more dominant, by whatever means, it has accomplished quite enough. Some advertisers, I know, insist upon story-borders; decorative effects which show on their face that they are part and parcel of the message. It seems to me this should not be made an inflexible rule.

"The modernist in borders will not be hampered. You must allow him to do very much as he pleases. Under such conditions you are more than likely to secure borders which, admittedly eccentric, nevertheless make a small single-column newspaper display or a quarter-page magazine advertisement, dominate satisfactorily, however much competition in surrounding display there may be.

"Some three months ago, an artist walked into our office with samples. He was an Austrian and could speak no English, but his technique was something absolutely new.

"I commissioned him to prepare a set of borders for single-column magazine use. In a week the sketches were placed on my desk. Everybody from the general manager to the stenographers giggled over my purchase. They were outlandish, meaningless; just so much nightmare, interpreted in grays and black. We would be ridiculed if we ran them anywhere, I was told.

"I finally managed to have my way and one of the columns was run in a magazine popular with women. It was easily the most striking and original advertisement in that issue, in the limited space. The critics in our own office were compelled to admit as much. They might not understand the queer art and the technique of the cubist, but they were not slow in recognizing the display value of the idea. Shortly after this, my telephone began to ring. People wanted to know where I secured this novel art.

"Other advertisers, in our line, were a bit jealous of this revolutionary thing we had put across. It has taught me this lesson.

Advertising should not be judged detached from the magazine or newspaper where it is to run. If you wish to be in the center of the stage, if you realize the necessity of employing small space in a strategic manner, then many liberties must be taken and many old traditions put aside.

"We were compelled, by a special drive in some small Western newspapers, to get out some eight-inch advertisements, for insertion three times a week. After looking over newspapers from the towns where we were to run the campaign, I was pessimistic over what would happen. Most of the make-ups were atrocious, printing poor and department stores and proprietary medicine campaigns permitted to do anything that struck their fancy. Advertisements made up of heavy blacks were in the majority. The very thought of dropping a small two-column display into this conglomerate maze seemed a waste of money. That series of ours would never make its presence felt under the circumstances.

"But futuristic, distinctive, unconventional border effects solved this problem, too. We left an imaginative artist very much to his own devices, merely showing him the newspapers in question and allowing him to understand the difficulties involved.

"These little displays, because of their borders, were not lost, were not sacrificed to the Juggernaut department store advertisements and achieved their purpose admirably."

### Death of F. S. Todd

Frederick S. Todd, general manager of the Rochester, N. Y., *Democrat and Chronicle*, died March 29, at Camden, S. C. He was at one time a partner in the firm of Harding & Todd, manufacturers of women's shoes, later forming the F. S. Todd Company, which he headed until his retirement from the shoe business in 1912.

After his retirement Mr. Todd engaged in fruit farming until 1921, when he was made business manager of the *Democrat and Chronicle*. In 1926 he was advanced to the position of general manager of that newspaper, and last month was elected to its directorate. At the time of his death Mr. Todd was sixty-two years old.

# A Sales Record Sheet That Gets Results

A Contest for Supremacy That Succeeds without the Award of Prizes  
By Bert L. Swain

District Sales Manager, The Borden Sales Company, Inc.

I AM very strongly of the belief that the best way in the world to keep salesmen on their toes and hard at it at all times, is to get them and keep them in a spirit of contest by sending out a rating sheet each month to all of the salesmen, showing the standing of the salesmen throughout the country.

The rating sheet idea has several good features. It enables a sales manager to point out a salesman's weak points to him each month. It makes the salesman spend less money and watch his expense account. It gives a salesman a chance to compare his sales record against other salesmen, whenever he may feel so inclined. It gives a salesman a complete record of his sales since joining the company. The high men can display these sheets with pride and use them to get better positions with other companies, provided, of course, the company does not advance them as fast as they feel they should be advanced. This feature, if pointed out to a salesman, will make him work like blazes to top the list each month.

All salesmen are interested in knowing just how they stack up with other good salesmen in the company, and if they are considered among the really good men. And above all, the minute a sales manager starts sending out rating

sheets, the sales begin to jump. Each salesman finds himself in a contest. Not in a selling contest for a mere prize or a trip to the factory, a gold watch or something that really would mean nothing to him so far as the future is concerned, but working his head off to win first place each month in order to build for himself a reputation over a period of time.

It is difficult to think of a man who would want to see his name away down on the rating sheet each month. Every man with any ambition at all wants to be as near the top as possible.

If the district sales managers get out the rating sheets instead of the main office, they should make it known to all salesmen that a copy of the rating sheet goes to the general sales manager and all of the department heads in the main office. When they know that the big bosses are getting copies, they will step on the gas and never let up.

The rating sheet can be doped out to suit the particular line affected. Some sales managers may prefer to rate their men by units, say for instance: one order from regular customers one unit, new account two units, one order for a certain article that is hard to sell, two units, a carload order three units. I used the unit system when I originated the rating

RATING OF FULL LINE BORDEN SALESMEN OF SEVENTH DISTRICT  
FOR ONE MONTH BASED ON SELLING COST PER CASE

	Total No. Cases	Selling Cost	Perfect Orders	Selling Cost Per Case
H. F. Hawkins.....	988	\$225.00	23	23¢
R. E. Shapker.....	862	219.00	19	25¢
R. E. Neal.....	810	225.00	15	27¢
C. B. Wales.....	800	220.00	9	27¢
W. H. McGhee.....	756	227.50	9	30¢
F. B. Shawhan.....	700	220.00	7	31¢
D. J. Cornelius.....	699	220.96	7	31¢
T. A. Lee.....	655	210.50	5	32¢
O. L. Myers.....	650	210.00	4	32¢
C. M. Dobbs.....	500	210.36	4	42¢



## Kork-N-Seal goes into the Advertising Business

There must be something to the advertising business after all . . . Always reminding . . . Gently insisting . . . Invariably selling.

Kork-N-Seal closes millions of bottles and cans and Kork-N-Seal advertising *helps* to close millions of sales . . . Dresses the part of a modern, successful and helpful advertiser and salesman . . . gains attention on the shelves and on the counter.

The preference earned and identified by the lithographed name, brand or trade-mark justifies itself every time the product is used . . . And advertising is only one of many Kork-N-Seal advantages.

**Williams Sealing Corporation**  
Decatur, Illinois

**Williams**

# **KORK-N-SEAL**

THE CAP WITH THE LITTLE LEVER

sheet idea to rate the Borden Malted Milk salesmen in the central district. I find, however, that in rating the full line Borden salesmen a selling cost per case system is the best way to rate the men. After all, most of us are chiefly interested in the man who makes us the most money, so the selling cost per case system will appeal to almost any sales manager.

In figuring out the rating sheet on the selling cost per case basis, simply add the salesman's salary and expenses and divide the amount that the salesman cost the company for the month by the number of cases he sold. In case of a draw give first place to the man with the most new accounts or perfect orders.

A complimentary letter should be sent to the winner each month along with a copy of the rating sheet.

### New Accounts for Rochester Agency

The Samson Cutlery Company, Rochester, N. Y., stainless steel cutlery and kitchen tools and electrical appliances, has appointed the Hutchins Advertising Company, Inc., Rochester, to direct its advertising account.

The Natural Dry Ginger Ale Corporation, Rochester, also has appointed this agency to direct its advertising account.

### International Business Machines Income Increases

The International Business Machines Corporation and subsidiaries, Dayton scales, time recorders, etc., report a net income of \$3,766,249 after interest, depreciation, Federal taxes, etc., for the year ended December 31, 1926. This compares with a net income of \$2,828,532 in 1925 and \$2,225,337 in 1924.

### Piano Bench Account for A. R. Johnson

The Standard Piano Bench Manufacturing Company, Chicago, piano benches and radio cabinets, has appointed The A. R. Johnson Organization, Chicago advertising agency, as advertising counsel.

### H. A. Moore Joins Foster Machine Company

H. A. Moore has joined the Foster Machine Company, Elkhart, Ind., as general sales manager. He was formerly sales manager of the High Speed Hammer Company, Rochester, N. Y.

### Ewald and Phelps Elected by National Outdoor Bureau

Henry T. Ewald, of the Campbell-Ewald Co., Detroit, has been elected a vice-president of the National Outdoor Advertising Bureau, Inc. George H. Phelps, of George Harrison Phelps, Inc., was elected a member of the board of directors.

The following continue as directors: George W. Belsey, Fuller & Smith, Cleveland; Starling H. Busser, George Batten Co., Inc., R. P. Clayberger, Calkins & Holden, Inc., R. W. St. Hill, The H. K. McCann Co., Gilbert Kinney, J. Walter Thompson Co., Fred J. Ross, F. J. Ross Co., Inc., and George C. Sherman, Sherman & Lebar, Inc., all of New York, and

W. C. D'Arcy, D'Arcy Advertising Co., St. Louis; W. R. Massengale, Massengale Advertising Co., Atlanta; Don Francisco, Lord & Thomas and Logan, San Francisco; Eugene McGuekin, Eugene McGuckin Co., Philadelphia; William D. McJunkin, McJunkin Advertising Co., and Mason Warner, Mason Warner Co., Inc., both of Chicago, and Mr. Ewald.

Mr. Sherman was re-elected president of the Bureau, together with Mr. McJunkin as vice-president; Mr. Clayberger, secretary; Miss M. A. Sherman, assistant secretary; Mr. Ross, treasurer, and Daniel Volkmar, assistant treasurer.

Mr. Ewald and Mr. Phelps are the new members of the executive committee of which the following continue as members: Messrs. Busser, Clayberger, St. Hill, Kinney, McJunkin, Ross and Sherman.

Mr. McJunkin, Mr. Ross and Mr. Sherman are trustees for stockholders. Stanley Resor, of the J. Walter Thompson Co., together with Mr. Ross and Mr. Sherman are members of the grievance committee.

### March Mail-Order Sales

The March sales of Sears, Roebuck & Company amounted to \$23,254,266 against \$21,996,406 for March, 1926, an increase of 5.7 per cent. In the first three months of the year, sales amounted to \$66,300,802 against \$66,009,868 for the first three months of 1926, an increase of .4 per cent.

Montgomery Ward & Company report sales for March of \$17,892,739, against \$18,265,921 in March, 1926, a decrease of 2 per cent. Sales for the first three months of 1927 amounted to \$45,233,923, against \$48,377,587 for the first three months of 1926, a decrease of 6.5 per cent.

### Magazine Campaign for "Kissproof" Cosmetics

Kissproof cosmetics, manufactured by the Delica Laboratories, Inc., Chicago, are being advertised during 1927 in a list of general magazines. In a recent business paper advertisement the Delica company states that an appropriation of \$250,000 has been made for advertising this year.



OMAHA  
WORLD HERALD



## *The Secret of Omaha's Great Future*

Omaha is located almost in the center of the richest agricultural region in the World. The wealth of this region, which flows to Omaha, has already made Omaha the second packing house center—first in butter production as well as one of the really great grain and milling centers. As long as the World needs food Omaha's future progress is certain.

More than 500 thousand people live within a fifty-mile radius of Omaha's downtown district.

YOU CAN REACH THE PEOPLE OF THIS RICH TERRITORY BY PLACING  
YOUR SALES MESSAGE EXCLUSIVELY IN

# THE OMAHA WORLD-HERALD

Circulation, March, 1927, 115,000 DAILY—117,000 SUNDAY

O'MARA & ORMSBEE, INC.,  
*National Representatives*

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO



# Our *quarter-of-a-century* client

**T**HIS year we begin the twenty-sixth year of our service to Hart Schaffner & Marx.

This great concern quickly achieved outstanding leadership in the clothing industry; and has maintained it steadily.

Our experience with them has taught us many fundamental facts about advertising for the manufacturer; about getting "dealer co-operation;" about problems of distribution. We have helped in, and seen, a demonstration that certain basic ideas about advertising are thoroughly practical.

## Williams & Cunnyingham

*Whose business is the study and  
execution of good advertising*

Chicago  
Rockford

Philadelphia  
Cincinnati



## Textile Advertising Trends

GRIFFIN, JOHNSON & MANN, INC.  
NEW YORK

Editor of PRINTERS' INK:

Will you please send me a list of your articles about textile companies that have started advertising—similar to the article on page 69 of the December 30 issue of PRINTERS' INK?

GRIFFIN, JOHNSON & MANN, INC.  
G. W. FREEMAN.

**A**N entirely new leadership is taking hold in the textile industry. New merchandising and advertising methods are being introduced. Because of the importance of the textile industry in the economic scheme PRINTERS' INK has closely watched these new developments.

Since January 1926, twenty-four articles have been published relating to conditions in the textile industry. The experiences and activities of such organizations as The Shawmut Woolen Mills, The Pacific Mills, The Dwight Manufacturing Company, The Pepperell Manufacturing Company, The Denville Silk Company, etc., have been given in detail. Then there are other articles which explain general conditions as well as show the possibilities for constructive marketing and advertising.

A bird's-eye view of what has happened during the last year may be had by reading these articles. They are listed following for immediate reference use.

American Woolen Takes Its Fabrics to the Consumer. P. 10. Mar. 24, 1927.

Style Created Our Advertising. P. 133. Feb. 10, 1927.

The Reverse English on Institutional Advertising. P. 89. Jan. 27, 1927.

Another Old Textile Company Starts Advertising. P. 69. Dec. 30, 1926.

Watch Textiles in 1927. P. 162. Dec. 30, 1926.

A New Type of Community Advertising. P. 10. Nov. 25, 1926.

Lady Pepperell Kept a Careful Eye on Mr. Retailer. P. 57. Nov. 18, 1926.

King Cotton Takes a Look at Distribution. P. 25. Nov. 11, 1926.

The Textile Industry Is Not an Advertising Novice. P. 141. Oct. 14, 1926.

Advertising Brought the Woolen Industry to Face Facts. P. 17. Sept. 23, 1926.

Textile Mills That Point the Advertising Way to the Industry. P. 141. Sept. 16, 1926.

Public's Responses Showed the Way to Chase Velmo. P. 153. Sept. 9, 1926.

Workers Urge Employers to Advertise. P. 145. Sept. 2, 1926.

Linen Damask Manufacturers Join in Advertising. P. 36. Aug. 26, 1926.

Lo! The Poor Textile Industry. P. 99. Aug. 5, 1926.

Pity the Cotton Industry. P. 167. July 15, 1926.

Cotton Needs Advertising. P. 181. July 8, 1926.

A Textile Manufacturer Challenges the Traditional Slump. P. 156. June 10, 1926.

Rayon Sports a Black Eye. P. 188. June 10, 1926.

Watching for Subtle Market Changes. P. 180. June 3, 1926.

Helping Retailers to Adjust Their Merchandising to the Times. P. 95. May 6, 1926.

The Unselfish Note in Industrial Advertising. P. 107. April 29, 1926.

Making the "Hard-to-Believe" Announcement Believable. P. 183. April 22, 1926.

The Way Out for the Textile Industry. P. 57. Feb. 25, 1926.

Advertising Knits Business Together. P. 215. Jan. 14, 1926.

If any reader who is studying the textile industry would like to read up on the important developments prior to 1926, he can obtain a list of PRINTERS' INK articles dating back as far as 1920.—[Ed. PRINTERS' INK.]

## Newspaper Publishers to Hold Annual Meeting

The annual meeting of the American Newspaper Publishers Association will be held at the Waldorf-Astoria on April 27, 28 and 29. William B. Bryant, of the Paterson, N. J., *Press-Guardian*, is chairman of the topics committee, which is making arrangements for the subjects to be discussed at the various sections.

The Bureau of Advertising will hold its annual banquet on the evening of April 28. Allison Stone, of the Providence *Journal*, is chairman of the committee in charge of arrangements, which also includes W. J. Pape, Waterbury, Conn., *Republican*; David B. Plum, Troy, N. Y., *Record*; Roy Holias, New York *Daily News* and Edwin S. Friendly, New York *Sun*.

There will be a meeting of the committee in charge of the Bureau of Advertising on April 25 which will pass upon the annual report of the Bureau. William F. Rogers, of the Boston *Transcript*, is chairman of this committee and Harry Chandler, of the Los Angeles *Times*, is vice-chairman.

## E. P. Frenz with "Screenland Magazine"

E. P. Frenz, formerly with the Macfadden Publications, Inc., has been appointed circulation manager and radio broadcast manager of *Screenland Magazine*, New York. He had also been circulation manager of the *Mid-Week Pictorial*, New York.

# These Letters to Jobbers' Salesmen Don't Fight for Orders

Instead, They Merely Disseminate Useful Information and Rely on the Good-Will Thus Generated to Build Business

By J. E. McMahon

Advertising Manager, Graton & Knight Company

**W**HAT sort of letter, or series of letters, will the jobber's salesman read and act on? We started asking ourselves that question years ago. We have not yet got the answer to it. However, we do believe we are hitting the mark with at least fair accuracy.

As a result of our experiences we have come to the conclusion that a plan for letters to jobbers' men can be formed only after the manufacturer makes a study of the two following questions:

1. What kind of subject material should be used for letters to jobbers' men?
2. How should the letter be written to secure the favorable interest of the jobbers' men?

*What kind of subject material should be used for letters to jobbers' men?*

No material could be better than that which will answer those questions which the jobber's man asks when you are working with him on the road. If he is at all interested in your product he can ask more questions between calls than you can answer in a whole evening in the hotel. These questions represent what he wants to know about your business, and if you answer them for him in your letters, you are giving him what he actually wants and not what you think he may want.

The most generally asked questions can be classified as follows:

1. Concerning the product.
  - How you make it.
  - Its quality.
  - Its adaptability to the uses of his customers.
  - Your price basis.
2. Concerning your company.
  - Business history.
  - Standing in the trade.
  - Service to customers.
  - Promotion methods.
  - Advertising.
  - Current activities.

These are quite natural questions only if you will bear in mind that the jobber's man is a salesman for your company and that he wants to know you and your product from almost the same angle as your own salesmen. He is looking for facts, he wants to be posted, he has to convince the buyers that he knows what he is talking about when he offers your goods against competitors in the territory. He likes to know, also, that he is working for a house which deserves his complete confidence and one which will give him the best possible co-operation.

It is extremely easy, therefore, to solve the problem as to what to write about. It is not necessary, of course, to confine oneself to the material first listed. A good rule to follow is to write the men at any time on any subject which you believe will be of interest. Letters of thanks and appreciation, letters containing news of unusual developments or business occurrences are always of value and are sure to be well received by the jobber's man.

*How should the letter be written to secure the favorable interest of the jobber's men?*

When the subject of the letter is decided upon there still remains the delicate task of writing that letter in a way which will appeal to the jobber's man. Good subject material should not be twisted into a distasteful, strong-arm solicitation for business. A letter which starts with an explanation of a given point of advantage in the product should not terminate with a powerful, high-pressure plea for orders. Such letters cannot find favor; they will reach the waste basket and not the price book.

It is our belief that letters to jobber's men must be worded even

NEWS  
GRO

NEWS  
GRO

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old 1,

This

## These magazines gain readers in July and August

### NEWSSTAND GROUP

Clues  
Ace High  
Black Mask  
Danger Trail  
Lariat Stories  
Action Stories  
Love Romances  
Cowboy Stories  
Ranch Romances  
North West Stories

MEN'S LIST  
\$4.50 a line

### NEWSSTAND GROUP

Droll Stories  
Breezy Stories  
Young's Magazine

WOMEN'S LIST  
\$1.00 a line

In Summer people turn to light fiction. Full of splendid stories these magazines sell best in the summer; gain circulation in July and August, just when most magazines lose it. And this summer they offer advertisers a great circulation-surplus—more than 2,000,000 copies will be on the newsstands at rates based on an old 1,200,000 guarantee.

**This July and August use the Newsstand Group**

*Management of*

**E. R. Crowe & Company, Inc.**

**New York**

**Chicago**

more carefully than those to the men on your own sales force, because one's own men can generally understand and accept a little extra pressure, whereas the jobber's man will be more critical and ready to condemn anything that savors of go-getting salesmanship lessons from the manufacturer.

Here is an abstract of a letter in which was announced an intention to send a series of informative letters to jobbers' men. It explains the idea of trying to make the letters helpful rather than forceful and perhaps this abstract will also bring out the idea of creating the friendly atmosphere which is so necessary.

We only wish it were possible to take you through the plant and explain in a personal way the many interesting steps in the making of a leather belt, but since time and distance make this impossible we are going to tell you the same interesting story in letter form.

Perhaps you have said to yourself—"But how is this going to help me sell?" Let us explain briefly. The purpose of these letters is to give you information. A better knowledge of the many products your house handles, and incidentally Graton & Knight Standardized Brands of Leather Belting, will help you create more sales for yourself and the people you represent, not simply for sales' sake, but for the deeper, underlying reason of wanting to give your customer something which will be of genuine service to him.

In our dealings with jobber trade which you represent we sell to the jobber, not our product, its quality and service alone, but we also try to foster that friendly feeling so easily recognized, yet difficult to define, which after all is the one thing that makes business worthwhile. Someone has said that this quality is Confidence, but whatever it may be, we want you to share this feeling with us.

Cordially yours.

The following letter was written to acquaint the reader with the raw material policy of the company and was intended to make the attention-getting and unusual elements, such as the butchering of the cattle, etc., carry across the main point of raw material control. This letter specifically answers one of the usual questions raised by jobbers' men:

As the cattle are butchered, the hides are removed, cleaned, and piled one on top of another, with plenty of coarse salt between them until a pack or bed has been formed. They remain in pack

about thirty days to cure, that is, to dry partially and to become saturated with brine, after which they will keep for many months.

Hides cured in this way are known as "green-salted" hides. Such hides keep best at a fairly low temperature, hence packing houses and tanners have cool cellars known as "hide cellars" where they are stored.

Hides are a natural product and they differ widely. These differences in part depend upon whether they are foreign, native, country, packer, steer or cow hides, etc. During the short hair season, or the summer months, hides are best, because the cattle are then healthiest, strongest and cleanest.

After buying leather on the open market for a number of years, we were convinced that unless we selected our own hides and tanned our own leather we could not guarantee that our belting would always be of the same uniformly high quality.

Early experience led us to establish our own tanneries where we could put into process hides selected by expert buyers and thus control all our new raw material.

Cordially yours.

The letter which follows was sent to the jobbers' men at the close of the year and was signed by the vice-president of the company:

A few days ago a man who is in constant contact with jobbers handling Mill Supplies, Hardware and similar lines told us that he felt we had the finest, best-rated and most energetic group of jobbers in the country.

We, of course, believed so for years. We have always claimed that a great share of our success has been due to the good-will and loyal support of our jobbers and their men.

Your efforts as one of our jobbers' men have helped us build a sales volume of which we are proud. You have gone out, often under difficult conditions, and obtained business for us during the past year.

Now we want to thank you for all your endeavors and to wish you unlimited success during the coming year, not only with our products but with all the lines you handle.

Cordially yours.

There is no urge in the following letter to get more business. It aimed to place the jobber's man in possession of additional facts which he could use in discussing prices with his customers. A jobber's man approaching a buyer from an angle such as this would undoubtedly be in a position to secure more readily the confidence of that buyer than if he talked only in the usual generalities.

Attached are hide quotations taken

# Must Doctors Disagree?

**M**ANUFACTURERS who are "shopping around" in an effort to determine *which kind* of advertising they should use are missing the big point in their problem entirely.

The vital thing in the development of the average advertising campaign is an impartial weighing of values which will assure the advertiser getting *various kinds* of advertising in the *right proportion*.

The reason so many advertising campaigns work disjointedly and creakingly is that they lack one or more of the ingredients essential to a *balanced* campaign. This is largely the fault of advertising men

themselves—and their tendency to discredit *any* form of advertising they do not sell.

Advertising organizations, like physicians, have found it desirable to specialize. But specialization on one kind of advertising does not, as we see it, necessitate condemnation of all other forms.

Advertising would quickly be stripped of most of its failures and wastes if advertising specialists combined to make clear the possibilities and limitations of *all* forms of advertising—and the necessity of using them in proper combination rather than individually.

[ "The Third Ingredient in Selling" discusses the need for, and possibilities of, better balance in advertising. A copy of this book will be sent to executives who ask for it on their business stationery. ]

...

**JAMES F. NEWCOMB & CO. INC.**

*Direct Advertising • Merchandising Counsel*

330 SEVENTH AVENUE, NEW YORK, N. Y.

# The ONLY WAY in Montreal

**T**HERE is only one way for an advertiser to reach all—or even most of the 365,000 English speaking people of Montreal—73,000 families which form probably the wealthiest large group in the Dominion.

If you use any or all the French papers you reach none of them; if you use both the other English papers you reach less than half of them—32,542, to be exact. The majority are left absolutely ignorant of all advertising campaigns which do not run in the Star.

**But** ~

*an advertisement in the Star reaches —*

1. All the readers of all the other English papers.
2. The 40,000 families who do not read other papers.
3. 10,000 of the best bi-lingual French families.

## The Montreal Daily Star.

*"Canada's Greatest Newspaper"*

**Montreal**

ESTABLISHED 1869

**Canada**

**BRANCHES**

New York

Chicago

Toronto, Ont.

Winnipeg, Man.

London, Eng.



at random from a hide magazine of recent date. What a spread in prices!

And the reason is that native hides are carefully taken off by skilled butchers in the large packing plants and consequently have comparatively few cuts or other imperfections. In contrast, country hides are either taken off by the farmer or country butcher and most of these hides have dangerously deep cuts. Hides with slaughter cuts naturally make weak belts.

The large spread in hide prices makes a difference of about 10 per cent in belting costs because only a small part of a hide can be used for leather belting and any difference in the price of the hide will be strongly reflected in the price of the finished belt.

You are selling belting made only from the best "take-off" and often we pay a premium for hides from certain killing points where the "take-off" is finest and the hides are cleaner and of better texture.

There's an effort in the next letter to explain a highly technical point in the manufacturing process by bringing it down to a question of boyhood experience with leather. Perhaps this letter will illustrate the factor of simplicity, the use of every-day language, and the absence of vigorous sales talk which are so important in the construction of these letters:

Undoubtedly you have had the boyhood experience of getting your shoes wet, putting them near the stove to dry, and then finding how uncomfortably hard and cracky they had become.

The shoes had been dried too quickly.

Naturally, after leather leaves the tannery it must be dried. The ordinary method is to simply hang it in a loft or in a dry kiln and then apply heat. This rudimentary way produces leather of various qualities due to uncontrolled changes in temperature and humidity. As in the case of your shoes, leather which dries quickly becomes hard and cracky.

To insure control of this drying process, we built specially designed dry tubes and installed in them a conveying system to enable us to hang the wet leather at one end and slowly move it to the other. Warm, dry air is forced in where the leather is practically dry and as this air moves toward the front it picks up moisture, so that when it strikes the wet leather at the front of the tube, it absorbs only a small amount of moisture, thus insuring a gradual drying process.

Jobbers' men, of course, are of varying temperaments and no letter can be written that will appeal equally to all. Like most of us, however, they probably relish a change of viewpoint both in con-

versation and correspondence and it appears reasonable to believe that the manufacturer who gives them this change by refraining from the usual vigorous sales appeal in his letters will be looked upon in a more favorable way by the jobbers' men. Perhaps the best way to gain the wholesale man's verdict that you are a "live wire outfit" is to refrain from what are generally considered live wire tactics in your letters to them.

### New Campaigns to Be Directed by Montreal Agency

Canada Steamship Lines, Ltd., Montreal, has appointed The Advertising Service Company Ltd., advertising agency of that city, to direct its advertising account. Canadian newspapers and magazines will be used.

This agency also is directing an advertising campaign for the Department of Labor, Ottawa, Ont., on government annuities, using Canadian newspapers, farm papers and magazines. The Renfrew Machinery Company Ltd., Renfrew, Ont., is planning a campaign in the Western provinces which will be directed by this agency.

### Realty Account with Philadelphia Agency

Robert H. Dippy, advertising agency, Philadelphia, has been appointed to direct the advertising account of the C. W. Griffith Corporation, developer of New Jersey seashore real estate. Newspapers, direct mail and radio broadcasting are being used.

### F. J. McGinnis Advanced by Toledo Agency

Frank J. McGinnis, manager of the Cleveland office of The Edwin A. Machen Company, advertising agency, has been made vice-president. He will continue to have charge of the Cleveland territory.

### Miss M. W. Stoddard with Dix Lumber Company

The Dix Lumber Company, Cambridge, Mass., has appointed Miss Marguerite W. Stoddard, publicity manager and manager of the home service department. She was formerly publicity manager of Bachrach, Inc., Boston.

### Joins Morris & Company

Joseph Netter 2nd, formerly with the Eastern advertising staff of the *Retail Ledger*, Philadelphia, has joined Morris & Company, Inc., Baltimore, manufacturer of Paul Jones garments, as assistant to the president.



Tell  
the World

—the English-  
speaking world  
—through

"Punch"

—the paper that  
is England.

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
20, FLEET STREET,  
LONDON, E.C. 4, ENG.



## "Printers' Ink's" Reference Lists

STANDARD SANITARY MFG. CO.  
PITTSBURGH, PA.

Editor of PRINTERS' INK:

In "Market Research Agencies" a publication of the United States Department of Commerce, we find your name listed with the following explanatory note:

"Research is carried out in all fields of merchandising, marketing and advertising. The results are usually printed in the two magazines, PRINTERS' INK and PRINTERS' INK MONTHLY. In addition, a complete file of all subject matter available in this field is maintained, and complete reference lists are made available upon request."

Please send us information about this service.

STANDARD SANITARY MFG. CO.

THE listing referred to by the Standard Sanitary Mfg. Co. in "Market Research Agencies" very briefly explains the service that is offered by PRINTERS' INK to its readers.

As most of our subscribers know, PRINTERS' INK maintains a cross reference index to all the articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. With the aid of this index it is possible to prepare lists of references to articles on practically any given advertising, merchandising or sales subject. These reports list the titles of the articles, descriptive sub-titles, the dates of the issues and page numbers on which they will be found.

For example, if a manufacturer is contemplating getting out a sales manual, he can write PRINTERS' INK and obtain a list of articles on that subject. With the aid of this list he can refer to copies of the PRINTERS' INK Publications and see just what experience manufacturers in other lines of industry have had with sales manuals. By doing this, many valuable pointers can be obtained and a manual will be prepared along more scientific and sounder lines.

The same applies to any other subjects. Typewritten lists are available to those readers that will write for them and if a subject in question has not been covered in either PRINTERS' INK

## Investment in National Advertising a Payroll Necessity

We hear a great deal said nowadays about the wonderful advance newspapers have made during the past twenty-five years in giving better service to advertisers, also of the importance and magnitude of the service furnished by advertising agencies. All of which is true—Nowadays an advertising agent is really a business counselor. He not only furnishes the advertising copy, but scientifically analyzes and investigates business methods to find out if the commodity sold is ready for an advertising campaign.

## Boston Evening Transcript

*Highest ratio of buyers to readers*

*National Advertising Representatives*

**CHAS. H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

### What telephones tell—

Telephone subscribers speak English and have reached an income level that denotes purchasing power for almost any advertised product. It is interesting, therefore, to make notes from the "Lord of Telephone Manor," published by the Literary Digest this year:

Outside of the Chicago district, there are only 4 cities in Illinois which exceed 50,000 in population, and these cities range from 6% to 17% in number of telephone subscribers. Decatur's figure is 17%, well above the other three.

### What REVIEW coverage covers—

Total Review coverage of Decatur homes, 82%.

Exclusive Review coverage, 42.5%.

Exclusive second paper coverage, 13.8%.

Duplication, 39.5%.

Homes subscribing to no paper, 4.2%.

**DECATUR** (ILLINOIS) **REVIEW**

## Good Copy

Recently a certain proposed advertisement was challenged as being too small to have "dignity."

A quaint notion when you recall that many a flaring block long facade utterly lacks dignity . . .

While a tiny hall mark of Paul Revere's lends both dignity and extraordinary value to a battered piece of colonial silverware.

Given readable type, in a reputable publication, good copy can be safely trusted to ensure dignity.

**HAWLEY  
ADVERTISING  
COMPANY**

Inc.

**95 MADISON AVE.  
NEW YORK CITY**

or PRINTERS' INK MONTHLY, we try to get the required information from other sources.

All of this service, of course, is of the greatest value to those who maintain reference files of PRINTERS' INK. Immediate accessibility to a file dating back two or three years when information on an important question is wanted is of inestimable value.

This is a service that PRINTERS' INK has been rendering to its subscribers for many years and we encourage all readers to take advantage of it whenever they are in need of information. There is no charge for this service.—[Ed.]  
PRINTERS' INK.

### L. B. Smith to Join Automatic Movie Display

Lester B. Smith, recently with the national department of the General Outdoor Advertising Company, will join the Automatic Movie Display Corporation, New York, on April 15, as general sales manager. He was formerly sales manager of the Broadway Subway and Home Boroughs Car Advertising Company.

### Arizona Community to Advertise

The Nogales Wonderland Club, an organization sponsored by citizens of Nogales, Arizona, has appropriated funds to run a campaign in national magazines starting in the fall. The Los Angeles office of The H. K. McCann Company has been appointed to direct this advertising.

### New Campaign to Start on Durkee Products

E. R. Durkee & Company, Elmhurst, N. Y., Durkee's salad dressing, spices, etc., has appointed the H. E. Lesan Advertising Agency, New York, to direct its advertising account. Newspapers and magazines will be used in a campaign to start this summer.

### F. L. Pierce Leaves Federal Motor Truck

Frank L. Pierce, vice-president in charge of sales of the Federal Motor Truck Company, Detroit, has resigned. He had been with that company for many years, becoming vice-president in 1924.

### Has Equipment Account

The Emil J. Paidar Company, Chicago, manufacturer of beauty and barber shop equipment, has appointed Hurja-Johnson Huwen, Inc., Chicago advertising agency to direct its advertising account. The publications will be used.

SH

To 60  
Board  
821 Y.  
terias  
tendanAthle  
Spalding  
AthleticFarmer I  
United StBea  
Marlo &

Englander

Book

Edridge  
Logman G  
National  
Travel Ad  
University  
Association  
Century C  
Samuel F  
Alfred A  
Thos. Nel  
Isaac Pitt  
Womans R  
Abingdon  
American  
A. S. Ba  
Fokesbury  
George Do  
MacMillan

A. S. Ba

Fokesbury

George Do

MacMillan

Building

Robertson

Cafete

Dereport-  
Standard  
Co.John Van  
Brandt Au  
Independent

McCray B

A. J. Groe

Fred D. L  
Liberty On  
Scotminta

Midget Car

Sanford Ca

Diondaga

C

B. Ford

Dream of

CLARA J

# SHREWD ADVERTISERS POINT THE WAY

To 600,000 Y.W.C.A. Members, 196,000 Girl Reserves, 57,723 Board Members, 3,210 Local Secretaries, 254 National Secretaries, 821 Y.W.C.A. Buildings with 694,787 guests, 301 hotels, 304 cafeterias serving 29,000,000 people, 289 Y. W. C. A. camps with attendance of 101,957 girls.

## Athletic Supplies

Spalding Brothers  
Athletic Supply

## Banks

Farmer Loan & Trust Co.  
United States Trust Co.

## Beauty Shops

Mario & Frederick, Inc.

## Beds

Englander Spring Bed Co.

## Book Companies

Hedridge Entertainment House  
Looman Green & Co.  
National Good Games Co.  
Travel Advisor, Inc.  
University of Chicago Press  
Association Press  
Century Co.  
Samuel French Co.  
Alfred A. Knopf, Inc.  
Thos. Nelson & Sons  
Isaac Pitman & Sons  
Womans Press  
Ablington Press  
American Bible Society  
A. S. Barnes & Co.  
Cokesbury Press  
George Doran  
MacMillan Co.

## Building Materials

Robertson Art Tile Co.

## Cafeteria Supplies

Davenport-Taylor Mfg. Co.  
Standard Check and Menu Co.  
John Van Range Co.  
Grandt Automatic Cashier  
Independent Paper Mills  
McCray Refrigerator

## Camps

Alloumar  
Camp Arbutus  
Camp Interlochen  
Mr. Bennett's Farmhouse

## Candies

E. J. Gross  
Fred D. Lesure Co.  
Liberty Orchards Co.  
Scottmints Co.

## Cards

Midget Card Shop  
Sford Card Co.

## China

Onondaga Pottery Co.

## Cloakers

J. B. Ford Co.

## Cocoa

Cream of Chocolate Co.

## Coats

Keystone Cloak Co.

## Corsets

Kellogg Corset Co.

## Dresses

Betsey Frock Shop  
Hartford Frocks  
Maxine Mfg. Co.

## Emblems

Lion Brothers  
Weyhing Brothers

## Employment

Aggressive Employment Exchange

## Filters

Norwood Engineering Co.

## Flowers

Living Tree Guild

## Food Supplies

Rumford Baking Powder Co.  
John Sexton & Co.  
George S. Daugherty  
Quaker Oats  
Shredded Wheat

## Garden Supplies

Harlowarden Garden & Greenhouse

## Gift Shops

Round the World  
Associated Handcraft Industries  
Czechoslovak Gift Shop

## Handkerchiefs

Frank Jacobs

## Hotel

Grace Dodge Hotel  
Junior League Hotel  
Baraboo Towel Mills

## Hotel and House

## Furnishings

Utica Sheets and Pillow Cases

## Gymnasium

## Equipment

Narragansett Machine Co.

## Novelties

Sterling Rubber Co.  
Japan Art & Novelty Co.

## Office Supplies

Nelson-Eliason Co.

## Pencils

J. Lewis Co.

## Printing

Brown Printing Co.  
James G. Chapman

## Linens

Andrew Lottier  
Utica Steam Cotton Mills  
Haraboo Towels

## Lingerie

Undergarment Products Corp.

## Magazines

American Physical Education Assn.  
Womans Press  
World Tomorrow

## Middies & Bloomers

Man-o-War  
Mar-huf

## Sanitary Supplies

Venus Corporation

## Schools

National Training Schools  
Isaac Pitman & Sons  
Mary Wood Hinman  
Miller System of Correct English

## Shoes

Lewis Crossett Co.  
Fort Fern Shoe Shop  
Garrod Shoe Co.  
Pediforme Shoe Co.  
C. H. Bass & Co.

## Sport Outfit

Branigan Green & Co.  
Ocean Bathing Suit Co.  
Stanton Brothers  
Marcellus Hoffin

## Stationery

Eastern Stationery Co.

## Swimming Method

W. H. Ernest

## Swimming Pools

Hasbrouck Company

## Tea, Coffee & Spices

Calumet Tea & Coffee Co.

## Tea Rooms

Elm Tea House

## Tours

Furness Bermuda Line  
World Acquaintance Tours  
Association Gray Line Owners

## Uniforms

Marcellus Hoffin, Inc.

## Women's Leagues

National Women's Trade Union  
League of America

They reach the executive buyers through

# THE WOMANS PRESS

Official Organ of the Y. W. C. A. Published Monthly

CLARA JANOUCH, Advertising Mgr.

600 Lexington Ave., New York, N. Y.



# CANADA



## Just so much Velvet!

If your domestic sales are not sufficient to keep your factory running to capacity—if you could increase your output 10 per cent per year with little or no addition to your overhead—in brief, if you would welcome a chance to pick up some velvet, don't delay investigating the possibilities of the Canadian market!

*Ask any of these representative*

## Daily Newspapers of Canada

### Prairie Market

#### Paper

Winnipeg, Man. ....	"Free Press"
Winnipeg, Man. ....	"Tribune"
Regina, Sask. ....	"Leader & Post"
Moose Jaw, Sask. ....	"Times-Herald"
Saskatoon, Sask. ....	"Star & Phoenix"
Lethbridge, Alta. ....	"Herald"
Edmonton, Alta. ....	"Journal"
Calgary, Alta. ....	"Herald"

### Maritime Market

St. John, N. B. ....	"Telegraph-Journal & Times-Star"
Halifax, N. S. ....	"Herald & Mail"
Halifax, N. S. ....	"Chronicle & Star"
Charlottetown, P. E. I. ....	"Guardian"

### Pacific Market

#### Paper

Vancouver, B. C. ....	"Province"
Victoria, B. C. ....	"Colonist"

### Quebec Market

Montreal, Que. ....	"Gazette"
Quebec, Que. ....	"Le Soleil"
Quebec, Que. ....	"L'Evenement"

### Ontario Market

Toronto, Ont. ....	"Globe"
Toronto, Ont. ....	"Telegram"
Hamilton, Ont. ....	"Spectator"
Kitchener, Ont. ....	"Record"
Kingston, Ont. ....	"Whig-Standard"
Peterboro, Ont. ....	"Examiner"

(All Members of A. B. C.)

<b>Ontario</b>	<b>Quebec</b>	<b>Prince Edward Island</b>
<b>Manitoba</b>	<b>Nova Scotia</b>	<b>Saskatchewan</b>
<b>Alberta</b>	<b>New Brunswick</b>	<b>British Columbia</b>

# What Is the Best Trade-Mark for a New Product?

The Opinions of Trade-Mark Specialists on the Advisability of Getting Up Fictitious Names

Washington Bureau  
of PRINTERS' INK

LETTERS reaching PRINTERS' INK during the last few months indicate that there is a growing volume of questions regarding the proper trade-marking of new products. For example, a recent inquiry asks:

"What have you on the question of whether to call a new product by its regular name, such as frying fat, or whether to call it by a fictitious name, such as Crisco?"

When this question was submitted to an official of the Patent Office he explained that the records of the trade-mark division furnish many examples of successful marks in both classes. Another authority, a prominent trade-mark attorney, expressed a preference for suggestive marks. The information which follows is the result of the discussion of these men and of several other trade-mark specialists.

The inquiry does not state whether the product to be named is a patented article, and this is an important consideration. Generally, when an article is patented under a specific name, the name is accepted by the public in the nature of the name or description of the patented article, and in such a case the mark frequently becomes public property with the expiration of the patent. A great deal of confusion and many court cases have resulted because many owners of trade-marked patents have not been informed on the subject, and have failed to take the necessary

precautions to protect their rights.

Not long ago, the District Court, District of Massachusetts held that the word "Stillson," as applied to a wrench, is purely descriptive, indicating the construction of the wrench, without secondary meaning, and is not entitled to registration. In dealing with the first question, the decision of

The image shows three separate Vaseline advertisements arranged side-by-side. Each advertisement features the Vaseline logo and a specific use case. The first ad on the left is titled 'Handiest thing in the house' and 'Famous for fifty years', showing a jar of Vaseline and a person applying it to their face. The middle ad is titled 'Handiest thing in the house' and 'for tickling coughs', showing a person using a Vaseline product to soothe their throat. The third ad on the right is titled 'Handiest thing in the house' and 'For baby's tender skin', showing a person applying Vaseline to a baby's skin. Each ad includes a small illustration of a Vaseline jar and a person using the product.

THREE VASELINE ADVERTISEMENTS SHOWING METHODS BEING USED TO PREVENT VASELINE FROM BECOMING A GENERIC NAME

the court relates that a man named Stillson invented and patented an unusually effective pipe wrench. "Naturally, it was called Stillson's wrench, just the same as the sewing machine which Singer invented was called the Singer sewing machine."

The decision further states that the word "Stillson," like the word "Singer," as applied to the wrench was purely a descriptive word indicating the construction of the wrench, the kind or sort of wrench that it was. The decision then devotes considerable space in com-

Every advertiser is necessarily trying to reach people with money to spend.

## York County, Pa.

is a prosperous community, a great majority of whose people have an unusually high purchasing power, and are readers almost to a man and woman of

## The York, Pa. Gazette and Daily

**Howland and Howland**

National Representatives

**NEW YORK**

393 Seventh Avenue

**CHICAGO**

300 North Michigan Avenue

**PHILADELPHIA**

Ledger Building

menting on the fact that the owner of the mark considered the name in this way, and states:

"It seems to me that the word 'Stillson' was never used by the plaintiff as a trade-mark. I think the plaintiff's bill is persuasive evidence of that fact, and I think the registration of October, 1905, was not sound, and so find."

In another case of the kind, a District Court of New York decided that the word "Bug," as applied to telegraph instruments, is a descriptive term in common use and not susceptible of exclusive appropriation. The court found that the only material question was the validity of the registered trade-mark, and that the great preponderance of evidence was to the effect that the word is a descriptive term in common use in a particular calling. The decision concludes:

"When the patent expires, the name of the patented thing becomes *publici juris*. . . . I do not think that the word 'Bug,' as applied to the instrument in question, by itself is now susceptible of exclusive appropriation."

From these and many other cases it is evident that the owner of a patent makes a serious mistake when he uses the name of the patent as a trade-mark. For example, the name Stillson evidently appeared on the patent application as the name of the patent, and it was made known to the public under this name by trade-mark use. When the patent expired, both the mark and the patent became public property. But if the original manufacturer had selected, let us say, the mark "Bul Dog" for his Stillson wrenches had registered the mark, and advertised it as a trade-mark, not as the name of a patent, there is little doubt that he could have protected his trade-mark property.

However, whether a product be patented or not, the question of the fictitious name arises. It appears to be significant that a number of fictitious marks, such as Kodak, Celluloid, Coca-Cola, Bala-lite, and Vaseline, are among the best known and most widely advertised trade-marks used

SM



The Smith Endicott Company is an advertising agency located in Boston. We have been established under the present name for seven years. We are founded on the principle of doing a thorough job for a small number of advertisers. We believe that we are equipped to render a service as intelligent and helpful as can be found anywhere. Within the range of our service are some advertisers who ought to know more about us than they do — so we are taking space in PRINTERS' INK in which to tell our story. Our next advertisement will be in the issue of May 5th.

## SMITH ENDICOTT COMPANY

### ADVERTISING

141 Milk Street  
B O S T O N

( An Advertising Agency helping a small group  
of clients to do a larger volume of business )

## You Can Share the Facilities of the Great Premium Users

¶ Whether you want to install a premium department or enlarge your present one, you can turn its entire conduct over to the organization that manages such departments for a group of the leading premium users in the country.

¶ You can have your premium list or catalog show the same line of premiums and use the same cuts—as many or as few as you prefer.

¶ You have no premiums to buy in advance.

¶ You pay only for those that are shipped on the redemption of your coupons or other tokens—and less than it would cost you to do it yourself.

¶ Even the premium list or catalog, because the exquisite half-tone illustrations of the premiums are already on hand, will cost you less than a cheap, unattractive list with borrowed mis-mated cuts, if you tried to produce it yourself.

¶ You will have the advice of premium experts in the selection of the premiums you should use and in every phase of your premium department.

¶ These facilities are available only to a limited number of concerns who must be of unquestioned standing. From such only is correspondence invited.

THE  
**PREMIUM SERVICE CO.,**  
Inc.

9 West 18th Street,  
New York City

American industry. It is generally thought that these fictitious names are difficult to protect and that they are in constant danger of becoming generic words; but it is the opinion of the several authorities interviewed that when a mark of the kind gets into trouble it is the fault of the owner and not because the mark has any inherent weakness.

### THE PENALTY OF SUCCESS

The records of trade-mark litigation plainly show that any trade-mark which becomes widely known will be imitated. It is the reputation of a mark, not its form, which invites and encourages imitation on the part of ignorant and unscrupulous manufacturers. The records further show that the owners of fictitious marks such as "Coca-Cola" and "Vaseline," when they use their marks solely for the purpose of identifying their particular products, are able to protect their rights with certainty, although they find that necessary prosecutions for infringements increase in number with the growth of the reputation of the marks.

"Coca-Cola" and "Vaseline" are accepted as typical examples of fictitious marks, and it is probable that they have been legally protected as completely as any trade-marks on the registry. But the records of litigation over these marks prove that the protection is due to the fact that the owners of the marks have taken the trouble to prevent the acceptance of the marks as generic words by the public.

The product which Vaseline identifies bears the generic name of petroleum jelly. A recent advertisement of the product shows that the manufacturer has taken the trouble to designate his product as "Vaseline" jelly in several places in the text, and that he prints a large reproduction of the trade-mark, with the registration notice, followed by the phrase "Petroleum Jelly." This is a distinct and effective effort to prevent this trade-mark from becoming fixed in the public mind as a generic name for a product. And the manufacturer has gone to further

**I**N OUTDOOR ADVERTISING the name of Walker & Co. is a synonym for excellence. As specialists in this medium, we offer you a national Outdoor Advertising service based on sound experience—combined with practical knowledge through the actual operation of Outdoor plants which are recognized as models of perfection. Although we accept only non-competitive accounts, there are still open several classifications which would profit through this individual character of service. Without obligating you, our creative staff will submit ideas showing how Outdoor Advertising, properly correlated with your present plans, will enhance the effectiveness of all the media you are now using. And it will add a new element of strength and vigor to your sales program.

**WALKER & Co.**

**OUTDOOR ADVERTISING**

*Selling Representatives for* POSTER, PAINTED and ELECTRIC  
DISPLAYS throughout the United States and Canada

**DETROIT, MICHIGAN**



# A New Building Every Hour

—That's Toronto's record for the year 1926. During the year 6275 buildings were erected in the city. This included seven churches, thirty-nine apartment houses, ten factories, fourteen municipal and government buildings, three schools, four theatres, and practically all the remainder high-class dwellings. This cost Toronto over \$30,000,000.

The building outlook for 1927 amounts to over \$70,000,000.

Are you getting your share of this money?

Toronto is prosperous and to tap this prosperity the two great mediums are:

**The Toronto  
DAILY STAR**

**The Toronto  
STAR WEEKLY**

*Largest Newspaper Circulations In Canada*

CHAS. H. EDDY CO., New York, Chicago, Boston

lengths in the same direction by notifying the Patent Office and other depositories of records not to accept applications and reports in which such phrases as "any make of Vaseline" or "a good quality of Vaseline," or any term in which Vaseline is treated generically, are used.

With the same purpose in view, another manufacturer who owns a celebrated fictitious or coined name, used and registered as a trade-mark, had some trouble in preventing the publisher of an encyclopedia from treating the mark generically in an article which described the product identified by the mark. Although the publisher, so the story goes, courteously submitted a proof of the article to the manufacturer, the publisher refused to accept a correction which plainly designated the name as a registered trade-mark. However, when the manufacturer threatened injunction proceedings to prevent the publication of the article, the publisher accepted the correction.

In this action there can be no doubt as to the wisdom of the trade-mark owner. The principal effort should be to prevent a fictitious mark from becoming generic in the public mind, and the advertising of the owners of celebrated coined marks plainly shows this tendency.

Recent advertising shows an increasing tendency to use fictitious or coined marks in connection with the accepted generic terms for the products. For example, we find "Pebeco Toothpaste," "Lysol . . . Disinfectant," "Steero Bouillon Cubes," "Celotex . . . Insulating Lumber," "Alemite . . . High Pressure Lubrication," and "Kitchen Aid Electrical Food Preparer for the Home." It is obvious that "Valspar" is a mark that might be readily adopted by the public as a generic name for a product, if Valentine & Co. did not advertise it as "Valentine's Valspar—the varnish that won't turn white."

While several conspicuous examples of the use of fictitious or coined trade-marks as generic terms may be found in current

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## HAVANA IS YOURS

If you realize the advertising value of

## EL SOL

of  
Havana

To capture this market you have to use at least three leading papers—among which is

## EL SOL

It gives a vast circulation at the lowest price per thousand readers; it reaches the consumer of your product direct.

*Exclusive U. S. Representatives:*

**ALL AMERICAN  
NEWSPAPERS' REP. INC.**

**154 Nassau Street  
New York City**

Other papers in Colombia, Cuba, Dominican Republic, Ecuador, Guatemala, Honduras, Nicaragua, Puerto Rico and Venezuela.

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## You subscribe for a number of different magazines don't you?

Is there any magazine you regard as so valuable that you subscribe for 20, 30, or 40 copies so that your business associates will be sure to have their own copies at home?

There are hundreds of banks which think well enough of one publication to subscribe for 10, 20, 30 and 40 copies to go to the homes of their officers.

That's the American Bankers Association Journal—high in reader interest and not open to every advertiser—but carrying unusual copy for scores of nationally known accounts.

*The Journal's story  
will interest you.*

## AMERICAN BANKERS ASSOCIATION JOURNAL

*Edited by James E. Clark*

110 East 42nd St., New York City

Advertising Managers

ALDEN B. BAXTER, 110 East 42nd  
St., New York City

CHARLES H. RAVELL, 323 S. La  
Salle St., Chicago, Ill.

GEORGE WIGHT, 25 Kearney St.,  
San Francisco, Cal.

(Member A. B. C.)

national advertising, the authorities consulted on the subject agreed that the practice, if continued, is exceedingly dangerous. Therefore, the fact cannot be too strongly emphasized that it is the method of using or applying a trade-mark, rather than the nature of the mark itself, that induces or encourages its acceptance as a generic term by the public and which makes its protection difficult or impossible.

However, this is by no means a brief for fictitious or coined trade-marks. While all of the authorities interviewed agreed that "Esso" is a much better trade-mark than "Standard" for gasoline, they made it plain that the preference did not hold in all cases of coined names as against arbitrary or suggestive trade-marks.

The trade-mark attorney mentioned pointed out that competition is an important factor for consideration in the selection of a mark. For instance, if the dominant trade-marks in a field are coined words, whether they are used and advertised generically or not, it would be well for the manufacturer of a new product to give it a generic mark over the name of the product, and in this way take advantage of the fact that the public is not deceived by the use of the fictitious names. According to this authority, it is possible, as the records of several cases indicate, that a part of the public will assume a you-can't-fool-me attitude in resistance to an old familiar product offered under a fictitious trade-mark used as a generic name.

Another argument against the adoption of a fictitious or coined mark is that it usually requires a great deal more advertising than a suggestive mark requires to fix it in the mind of the public. While the coined mark may tend to place a product in a class by itself, so far as the public's consideration is concerned, the advantage may not be worth what it costs. The theory is that while a certain volume of advertising is required to fix a fictitious word used as a trade-mark in the mind of the public, the same volume would

# New

## ...and Striking Color Effects in NESCO Porcelain Enameled Signs at Regular Market Prices

A new and patented process of applying colors through fine mesh screens is used exclusively in America for manufacturing Nesco Porcelain Enameled Signs. Designs that were never before possible in porcelain enamel-  
ed signs can now be secured. Costs are no greater than for ordinary simple effects.

The beauty of color in full designs can now be combined with the permanency of porcelain enamel for advertising displays.

*Write for detailed information or send photograph or color reproduction of your sign or product for estimate. No obligation.*

**NATIONAL ENAMELING  
& STAMPING CO., INC.**  
Executive Offices, 528 First Wisconsin National Bank Building,  
Milwaukee, Wis. Branch Offices at  
St. Louis, New York, Baltimore,  
New Orleans, Granite City, Ill.,  
Milwaukee, Chicago, Philadelphia.



# NESCO PORCELAIN ENAMELED SIGNS

An organization of  
idea men, writers,  
designers, typogra-  
phers and pressmen,  
working to produce  
*new business literature*



CURRIER & HARFORD  
LTD · 468 FOURTH AVE., N. Y. C.



**CHAIN STORE  
AGE**

95 Worth Street

New York City

create a great many sales for a product sold under a suggestive mark.

It is evident that the Patent Office prefers entirely arbitrary words as trade-marks, and that it does not look with entire favor on suggestive marks. The reason is that the validity of an arbitrary mark is readily determined, while a great many suggestive marks border so closely on descriptiveness as to create a problem that cannot be satisfactorily solved. In many cases the courts have not agreed on the question of suggestiveness. For instance, although the mark "Standard" is considered to be typically suggestive of high quality, in several instances the courts and the Patent Office have considered it to be descriptive of the goods.

Despite this opposition, however, the advocates of suggestive marks hold that their advantages outweigh every argument that can be made against them. The first point in their favor is that they are easily remembered and readily associated with the goods they identify. The ordinary human mind remembers by means of association, and the suggestive mark is associated with its product because it indirectly calls attention to some quality, character or feature of the goods it identifies. Excellent examples are "Super-Ezy" for armchairs, "Wearever" for aluminum ware, "Holeproof" for hosiery, "Walkover" for shoes, and "Overland" for automobiles.

It is obvious that highly successful and widely advertised trade-marks are found among all of the kinds discussed. Personal preference evidently has much to do with their selection. Other factors which exert an influence are competition, the quality and nature of the goods, and the probable acceptance of the public. Although the authorities consulted disagreed as to the best kind of trade-mark to adopt, they were unanimously of the opinion that there is grave danger in using the name of a patent as a trade-mark, or in using any kind of a trade-mark as the general or generic name of a product.



# YOUR HOME MAGAZINE

APPOINTS

MR. PHILIP D. HYLAND  
*AS ADVERTISING DIRECTOR*

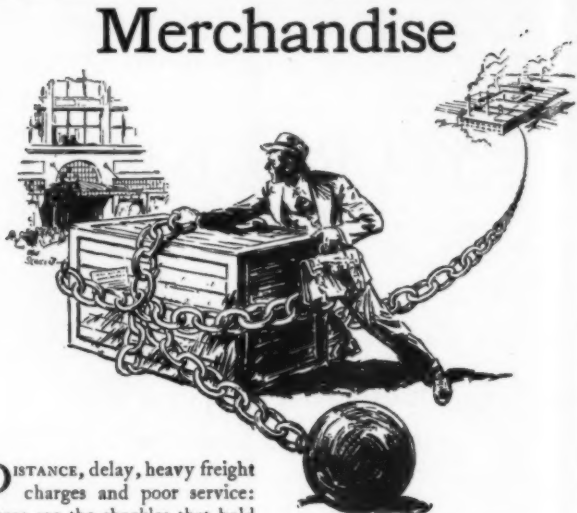
AND

MR. HARRY J. VAN ORNUM  
*AS WESTERN ADVERTISING MANAGER*

MR. HYLAND WAS FORMERLY  
WESTERN ADVERTISING MANAGER  
OF *YOUR HOME* MAGAZINE.

MR. VAN ORNUM WAS FORMERLY  
WITH GARDEN AND HOME BUILDER.

# Ball and Chain Merchandise



**D**ISTANCE, delay, heavy freight charges and poor service: These are the shackles that hold back your sales and cut down your profits in America's fastest growing market—**THE SOUTH**—where buying power has more than trebled in the past ten years.

Nearly 800 of America's outstanding concerns have found it necessary and profitable to establish Southern headquarters in Atlanta.

And the record of these Atlanta branches has amply justified the combined judgment of America's leading executives. Many of them lead the entire country in volume. Many more have broken through their quotas, year after year.

ATLANTA is logically Distribution City for the South, and the Atlanta Industrial Area not

only affords easy and quick access to a rich market, but due to the proximity of raw materials for practically every industrial need, efficient Anglo-Saxon labor, cheap, abundant power, reasonable taxes; plants here show amazingly low production cost.

To thoroughly work the Southern market, to get the most in volume and profit, you need the advantages that Atlanta offers. Let us supply you with the facts in relation to your business. Your inquiry will be handled strictly confidential. *Write*

INDUSTRIAL BUREAU  
151 Chamber of Commerce

# ATLANTA

Industrial Headquarters of the South



## How National Biscuit Advertises and Merchandises 400 Items

(Continued from page 6)

tional tastes. It may find that in certain parts of the country Bee Biscuit will never be successful, but that taking the country as a whole the new variety will be liked. Therefore it is worth national effort.

### ADVERTISING STEPS IN

Now advertising enters, following quite naturally in the steps of thorough distribution.

Each month the company uses five or six car cards, usually six. These cards, as a rule, feature three varieties of the company's products. At least two of the cards feature Uneeda Biscuit, which gets card space no less than ten months in the year. There are other well-known varieties which also get pretty thorough advertising through cards.

Each month, however, there is a special behind which particular effort is put and this special is featured on the cards. So Bee Biscuit eventually wins its place as a featured special. This fact is announced to district sales managers some time before the month when Bee Biscuit is to be featured so that they can lay their plans accordingly. It is also played up in "The N. B. C.," a monthly magazine going to salesmen and dealers. Special articles may be written around the new variety, but even if there is no special article the variety is featured in the back pages of the magazine where each month the company's advertising is explained and illustrated.

Window strips are prepared for general distribution and Bee Biscuit windows are planned. A poster features Bee Biscuit. More demonstrations are staged around the variety. Package inserts featuring Bee Biscuit are used in the company's packages during the month. In short, during the special month Bee Biscuit is given the same kind of support it had as a new product, with the additional support of

national advertising. The company also does advertising in women's magazines, but this features the company's products in groups, such as biscuits for children, biscuits for salad, biscuits for dessert, etc. If Bee Biscuit happens to be a dessert biscuit it will win its place in the national periodical advertising, but not necessarily during any special month.

The history outlined just now is not typical of all products. Each product's history will vary, but the outline gives an idea of the usual, if not typical, steps taken in marketing a new National Biscuit product.

Now what happens after the product is established, after it has taken its place alongside Uneeda Biscuit, Nabisco, Social Tea and other well-known varieties?

This brings us to the company's table of "Fifty Best Sellers." In the home office, a very careful tabulation is made of the sales of each product in the entire line, by years. This table is carried out so that at a glance a home office executive can see just how sales of Uneeda Biscuits, for instance, in 1926 compare with sales in 1924—and so through the entire line down to the poorest seller.

At the top of this list are grouped the fifty best sellers. While these comprise less than 15 per cent of the line, they account for nearly 70 per cent of the company's total business—and this percentage figure is getting higher every year.

Bee Biscuit, we'll say, assumes a place about thirty-fifth in the list in 1924. In 1925, it jumps to twenty-fifth, in 1926, to twentieth. This indicates that it is a popular product and is worth plenty of effort. Therefore it stands an excellent chance of being a featured product among the monthly specials at some time during the year. If it should jump to second or third, let us say, and remain there, it may become one of those varieties which is featured more often than once during the year. In this case, it will not be backed by a great deal of special effort, although frequently it will be fea-

**Expert photography**  
Is one thing—  
**But expert photography**  
**PLUS creative ability—**  
Is everything!

Which is where we  
Come in—  
And where we'd like to  
Have you  
Follow suit!

*Apeda Studio*  
PHOTOGRAPHERS

212 West 48th St.  
CHickering 3960  
New York

## "Gorgeous Colors"



- ¶ Window posters or displays need not always be in eight or ten colors.
- ¶ We can show you posters in three or four colors that are beautiful.
- ¶ They tell the story in few words and few colors.

## OFFSET GRAVURE CORPORATION

110 Seventh Avenue  
Long Island City New York  
Astoria 7101

tured in Saturday demonstrations and by sampling. Even such a popular brand as Uneeda Biscuit gets its chance at Saturday demonstrations. In the last issue of "The N. B. C.," for instance, several examples are cited of special promotion of Premium Soda Crackers, one of the big leaders.

This table of best sellers is watched closely. Bee Biscuit may show a tendency to slip in 1927. At once the company is anxious to find out the reason. It studies sectional conditions and talks with the district sales managers to find out why Bee Biscuit is slipping. All possible reasons for this tendency are looked into.

The company may find that volume has held up pretty well, perhaps it has grown, but that Bee Biscuit has been displaced by certain other items which have jumped ahead swiftly. This calls for one type of study or action. The company may find that another variety, very similar to Bee Biscuit, has appealed to the same type of customers who have been buying Bee Biscuit. That calls for a different action. Or the company may find that there has been a general let-down in sales effort on the variety. This calls for new effort, for a general freshening of interest in Bee Biscuit, for special pressure to bring the product back where it belongs. It goes back to the car cards and a special drive is put behind it. All the other methods of resuscitation are tried. Bee Biscuit comes back. If it doesn't come back and shows that the falling off of sales is permanent and will continue, that there has been a sudden shift of taste on the part of consumers, Bee Biscuit is allowed to slip. The company decides that the cost of pushing it will be greater than the net returns. This, however, seldom happens.

Not all the products on the list of fifty best sellers have gone through the Bee Biscuit history. Let us take See Biscuit, for example. This has been created to fill a sectional need and the company hasn't made a determined effort to popularize it nationally. Suddenly it catches on and in sev-

**THE PATTERSON-ANDRESS  
COMPANY, INC.**

*Will Move  
on April 30th to*

**244  
MADISON AVENUE**



*In order to afford adequate  
quarters for our growing  
organization, we have leased  
the fifteenth floor of the  
building at 244 Madison  
Avenue, New York, N. Y.*

**TELEPHONE — ASHLAND 7630**

## ANHEUSER-BUSCH Budweiser

"... and I've tried 'em all!"

—the familiar catchline that helps swell the huge success of this famous Hop Malt Syrup, with the familiar old quality name. It is a phrase that applies with equal force to the Anheuser-Busch use of The Daily Herald.

They have tried 'em all, judgmentally—when it comes to newspaper media. And when you find them keeping right on using The Daily Herald, that means just one definite certainty.

Anheuser-Busch advertises through this newspaper simply because they buy the most possible influence on the most valuable mass of buying minds on the Mississippi Coast. And so will you, when you buy as they buy!

**THE DAILY HERALD**

Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

## Influencing Investors

Recognized as the leading financial newspaper of the Pacific Coast, The Chronicle is an institution among the investors whose activities have made the San Francisco Stock Exchange second only to New York.

### REPRESENTATIVES

Williams, Lawrence & Cressmer, 285  
Madison Ave., New York City; 360 No.  
Michigan Ave., Chicago; R. J. Bid-  
well Co., Times Bldg., Los Angeles;  
Henry White, Stuart Bldg., Seattle.

San Francisco  
**Chronicle**

eral sections of the country builds such a heavy volume that despite its lack of national distribution it gets a place among the fifty best sellers. Then is the time to push it nationally.

Perhaps See Biscuit remains a sectional product. It holds its place among the fifty leaders by reason of its large sales in a few sections, yet it cannot be made nationally popular. See Biscuit then becomes a sectional proposition with special sectional sales effort. Sometimes it is given a car card which is used sectionally.

That is the story, briefly, of how the National Biscuit Company pushes the line. There are certain salient features that should be noted.

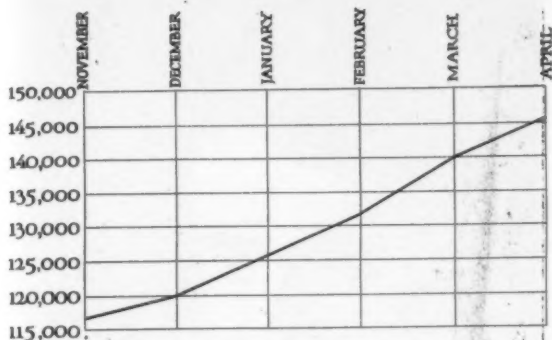
First, every featured product is pushed by the company through its advertising, by the sales force through display work, demonstration, sampling, etc., and by the dealer through display, advertising, etc.

### NO EFFORT TO PERSUADE AN UN- WILLING PRODUCT

Second, the company does not try to push a product on an unwilling public. If the product will not go in certain sections of the country but, like pilot crackers, is liked by other sections, the company caters to the sections which like the product. This is very important to any manufacturer with national distribution, because so many advertisers who do not break down demand into sectional preferences are wasting a lot of effort trying to push a product to people who do not want it and never will want it despite all the advertising that is put behind it.

Third, there are certain items in the line which never receive national support. These fill special demands for special needs and are not worth heavy sales effort, although even in small quantities they represent profitable business.

Fourth, certain items, like children's biscuits, are pushed on a seasonal basis, the children's biscuits getting special emphasis around Christmas time. This is also important where a manufacturer makes a wide line. Even



## Are You Watching The World's Work?

The new rate announced last Fall, of \$400 was based on a circulation of 130,000 but the net figure for the April issue will reach 145,000 and the upward trend is still clearly defined.

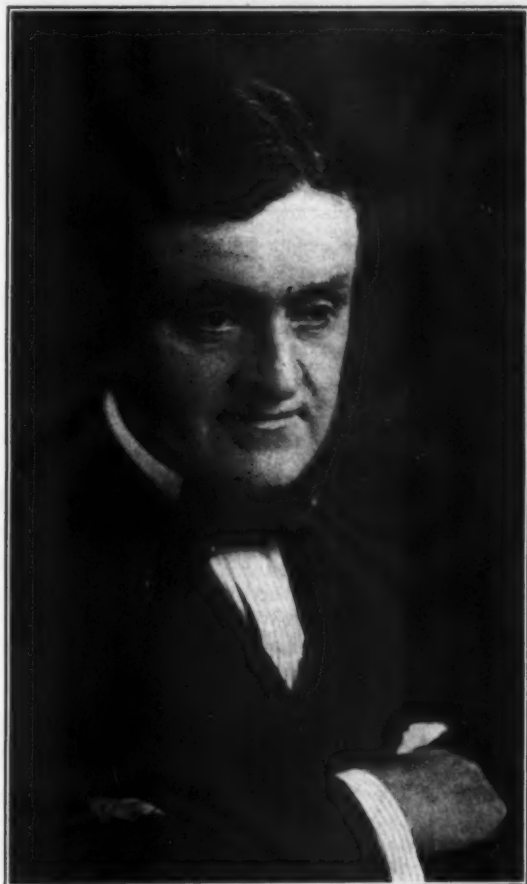
No magazine has ever been more widely discussed or quoted than the present **WORLD'S WORK**. The Lawrence of Arabia series, the Admiral Sims controversy with the Navy Department, the articles on Atheism are recent important features typical of those which have always made **THE WORLD'S WORK** a magazine of essential reading and a great moulder of public thought.

Never spectacular or speculative but always strong and dependable, **THE WORLD'S WORK** may be likened to a sound investment yielding a generous income return and showing steady appreciation in influence and advertising value. And, as is customary with such first-line investments, **THE WORLD'S WORK** is now giving something additional—an extra dividend, so to speak, in the form of a substantial circulation increase.

**THE WORLD'S WORK** is today more than ever one of the soundest investments in the advertising market, and merits your fullest space-buying consideration.

**Doubleday, Page & Company**

*"The World's Work is one of THE QUALITY GROUP."*



ANNOUNCING *that* **Martin V. Kelley**

formerly President of the Martin V. Kelley Advertising Agency, has joined this organization as treasurer.

**Street & Finney** INC.

ESTABLISHED 1902

40 WEST 40TH STREET, NEW YORK



steady, year-round sellers may lend themselves to special holiday advertising and sales effort.

Fifth, the company has certain leaders which it keeps on plugging year in and year out. Uneeda Biscuit is the most prominent of these. "Uneeda Bakers" is a slogan of the company. The famous seal on all packages carries the Uneeda name. In every way the company ties itself to Uneeda. That brand is a leader and occupies a leader's place. There are other products in the line that are almost as important and that also get a continual featuring. The impetus of these products carries along the rest of the line. Thus, the monthly special enjoys added power because of its association on the cards with Uneeda. This shows how the company follows, as part of its policy, the idea of letting the leaders carry part of the burden for the rest of the line. However, note that the leaders do not carry the entire burden. National Biscuit, like Campbell, believes that other items in the line deserve featuring along with the leaders, although they are by no means featured so prominently as the leaders.

Few companies have quite such a wide line as the National Biscuit Company. Few companies have such wide and thorough distribution. For that reason, these experiences of the company should be of great value to other advertisers, showing as they do the conclusions reached by the National Biscuit Company after years of marketing in all parts of the United States.

### Davenport Hosiery Mills Income

The Davenport Hosiery Mills, Inc., Chattanooga, Tenn., Humming Bird hosiery, reports net profits of \$331,619 after charges and Federal taxes, for the year 1926. This compares with net profits of \$412,981 for 1925.

### D. C. Neutson Joins Coleman Lamp & Stove Company

Douglas C. Neutson, formerly a copywriter with The Pierce Advertising Agency, Fargo, N. D., has joined the advertising department of the Coleman Lamp & Stove Company, Chicago.

## You Pay for WASTE CIRCULATION in reaching the CHURCH BUILDING AND EQUIPPING FIELD

unless you use

### *The* EXPOSITOR

*Church Building Trade Journal  
Since 1898*

Absolutely Restricted to the Buyer

"Undoubtedly the outstanding  
religious publication in America"

Sample—distribution—rates on request

### *The* EXPOSITOR

JOS. M. RAMSEY, Manager and Editor  
710 Caxton Bldg., Cleveland, Ohio

156 Fifth Ave.  
New York City

37 So. Wabash Ave  
Chicago, I

## FOREIGN LANGUAGE PRINTING

*Export manufacturers  
find our services of material  
aid in promoting their  
business overseas.*

**We create, translate,  
print and distribute  
every form of Sales  
Literature for use in  
Foreign Countries.**

### THE STIRLING PRESS

*Foreign Language Printing*  
318 W. 39th St., New York

## "Everyday"

*The Official Voice of the  
New England Gas Industry*

**A** MONTHLY magazine of compelling interest, devoted to better homes and more efficient housekeeping.

The ideal market place for the manufacturer and distributor of all products for the household, foodstuffs, furniture, rugs, and draperies.

*Send for rate card*

**Everyday Magazine**

**470 Atlantic Avenue**

**Boston**

**Massachusetts**

## Calendars

### *Our Offering*

A complete Advertising Calendar service backed by forty-five years' experience as *Manufacturers* to many of the shrewdest advertisers.

Special equipment for economical handling of complicated orders — Dealers' Calendars — Spanish Calendars — Made-to-order or Standards.

**The Stone Printing  
and Mfg. Co.**

**ROANOKE, VA.**

Authorized Capital \$500,000.00

### Advertising Exhibit Planned for New York Library

The American Association of Advertising Agencies is planning a permanent collection of advertising exhibits for display at the New York Public Library. H. E. Lesan, president of the H. E. Lesan Advertising Agency, Inc., New York, has been appointed chairman of a committee to consider this proposed plan.

Associated with Mr. Lesan on this committee are Earnest Elmo Calkins, of Calkins & Holden, Inc.; Francis H. Sisson, vice-president of the Guaranty Trust Company; and H. M. Lydenberg, reference librarian of the New York Public Library. A report on the committee's progress will be presented at the next meeting of the executive board of the association, which will be held on April 26 and 27.

It is the intention of the association to go back as far into the history of advertising as it is possible to obtain suitable exhibits. Each year additional examples will be selected from contemporaneous advertising.

### Magazine and Business-Paper Campaign Starting

The Allen Air-Turbine Ventilator Company, Detroit, is starting an advertising campaign using magazines and building, dairy and industrial papers. In reply to an inquiry from *PRINTERS' INK* regarding the company's advertising plans, P. F. Kimball, president and general manager of the company stated that "the copy for these different publications will be compiled to conform with the fields which these publications cover."

"Our field of distribution with our exhausters is practically unlimited due to the fact that they are equally as efficient in the lifting and displacing of heavier-than-air bodies, like vapor, smoke, fumes, dust, gases, etc., as they are in circulation." Mr. Kimball further stated that additional publications will be used in this campaign later. Whipple & Black, Inc., Detroit advertising agency, is directing this campaign.

### Virginia Poster Advertising Association to Meet

The annual meeting of the Virginia Poster Advertising Association will be held at Farmville, Va., April 12. A. A. Slusher, Roanoke, president of the association, and Mrs. M. M. Layne, Farmville, are in charge of program arrangements.

### N. C. Hurley Heads Electric Household Utilities

Neil C. Hurley has been elected president of the Electric Household Utilities Corporation, Chicago, manufacturer of Thor electric washers, ironers and vacuum cleaners, succeeding S. D. Heed, resigned. Edward N. Hurley succeeds N. C. Hurley as chairman of the board.

## Who? and Where?

is the Advertising Agency Man who would like to be in business for himself in California?

Will expand by taking in Partner with capital:—or will sell controlling interest:—or will sell outright:—a medium-sized California Advertising Agency with a clean 10-year record for aggressive growth, many successes (both merchandising and advertising; both manufacturing and retail); complete recognition from Pacific Coast to Chicago (with New York recognition available); unimpeachable credit and splendid reputation.

(It would take 5 years of time, and \$30,000 capital, for a NEW concern to reach the position this Agency now occupies. This deal can be handled AT ONCE, and for a MODERATE amount of money, for family reasons.)

Perfect opportunity for a present Agency Executive with some money who would like to live in California, sit on top of the world as to Business and Living, and own (or control) a nice Business of his own. All replies entirely confidential.

First Letters to "Y," Box 152, Printers' Ink  
185 Madison Ave., New York City

## We Know of a Man

He has been advertising manager of a nationally known company and is available now only because of consolidation.

The name of the company whom he has been serving for past eight years is a high recommendation of itself.

His ability is on a par with it.

We will be glad to give further particulars upon receipt of request.

**THE COMMERCIAL POSTER COMPANY**  
Cleveland, Ohio

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1885 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

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NEW YORK, APRIL 7, 1927

## Export Trade and the Domestic Market

Gerard Swope, president of the General Electric Company, closely identifies the need for the development of foreign markets with the maintenance of prosperity in the domestic market. It is his observation that the time has passed when American business executives need be content with obtaining distribution in their home market.

The point is rapidly being reached when the extent of foreign distribution will exert no small influence over selling conditions in the home market. For this reason, Mr. Swope, though addressing the Export Managers Club of New York, chose to direct his message to domestic executives.

"Our tremendous and growing

investment plant facilities," he stated, "make it imperative that we have an outlet for our surplus production. Even if we get no profit back, our export business will be profitable, nevertheless, for our unit production will so increase as to lower the cost to consumers in the home market."

"Foreign business," he concluded, "is just as essential for America as it is for any other country. In addition, a further benefit will accrue to American goods as a result of the standards which are enforced by competition in foreign markets."

While the thought stressed by Mr. Swope is one that has been advanced by others who have studied the trend of foreign trade, a reiteration from one so well informed will bring it greater consideration.

## Anti- Advertising Propaganda

A dishonest propaganda against national advertising in general, and against the use of it by textile manufacturers in particular, has been started within the last few weeks.

The textile manufacturer, by and large, has for years studiously avoided the use of national advertising. His was one of few products that went through retailers' hands without indication of manufacturing origin. Because of this policy certain types of department stores have long patted the textile manufacturer on the back and have told him that he was a smart merchandiser, very much smarter than those in other fields who throw their money away for expensive space in advertising mediums. Those textile manufacturers never stopped to think about the back-patting department store's own advertising policy. They have never realized that the department stores who told him how smart he was in refusing to advertise were themselves spending more money for advertising than he could hope to spend for years to come. Nor did he notice that when one department store or a group of stores got hold of a specialty there was no hesitancy to advertise that spe-

cialty on a large national scale.

Here and there, however, a textile manufacturer has tried advertising and found it to his liking. Competitors who have watched and wondered at these pioneers have lately followed in the steps of the more alert manufacturers. An epidemic of national advertising by textile makers is with us. That is the reason why propaganda against national advertising has been started. It bears all the earmarks of being of retail origin.

The motive behind this distorted propaganda is selfish. The big department store wants to sell on the basis that its name and its name alone should be regarded as sufficient authority for the value and worth of a commodity. It feels that the use of advertising on its own part, local and national, to accomplish that objective is perfectly proper. Under such conditions there is, in its opinion, no waste of money in the use of advertising.

It is obvious that the use of advertising by manufacturers makes that theory impractical. When a consumer wants Campbell soups, Goodrich tires, or Colgate soaps, he doesn't care what store sells him. Consumer and manufacturer are thus independent of domination by any distributor that comes between them. There is no force, save consumer advertising, which can do that job. No one knows this better than the big department store. It will not, however, argue the proposition along that line. Its one and only argument against the use of advertising by the manufacturer is that such advertising is "waste."

The present-day propaganda to which we have referred has that "waste" theme. The story this time is that bankers are encouraging textile manufacturers to squander their money in advertising. (1) so that these bankers may tuck part of that money in their own pockets in the form of greater profits that come from advertising agencies which they own, or (2) so that bankers may float stock issues on textile mills to a public eager and anxious to buy such issues because the names of the tex-

tile mills are well known to them.

This propaganda presumes that bankers are knaves and the public is a fool. No thinking banker would be tied to one agency on a financial basis any more than he would to one law firm or one group of public accountants. On the second accusation the answer is that a banking house is just as jealous of its reputation as any other business. One bad issue can mar that reputation. The banker considers earning power and management before and in advance of all other factors.

This propaganda is, in reality, so dishonest and untrue that it should not merit attention. Manufacturers who have long used and known how to use national advertising will pay no attention to it. The textile manufacturer, however, needs guidance. That is what we are endeavoring to give him. The question for him to decide is whether or not he is to be known to the men or women who ultimately buy his product and to let them determine his sales volume, or whether he wants to continue to put his sales fate in the hands of department stores alone. The validity of advertising is not at stake. The department store will continue to use it increasingly no matter what the textile manufacturer may do.

### **Yes, Indeed, the World Does Change!**

A survey recently completed by the Government, trade associations and leading shoe manufacturers discloses the interesting fact that during the last several years women's shoes have grown larger while men's have become smaller. The average size for women's shoes several years ago was 4 and is now  $5\frac{1}{2}$ ; the average for men was  $9\frac{1}{2}$  and is now 8.

These are facts over which to ponder. They possess a significance that is really far-reaching. Factory production, retail inventories and even advertising are all affected.

We should like to see other industries conduct similar surveys. We wonder whether men's heads,

for example, have shown any disposition to shrink or expand during the last five or ten years. And how about neck sizes? Then, it might be found entirely worthwhile to search for the mean average of the American male's waist. Has its circumference increased or decreased?

### **Advertising Gambles or Long-Time Investments?**

The article in PRINTERS' INK of March 3, recounting the experience of the late Alfred E. Rose in his famous advertising plunge to put over Force, has recalled to mind other advertising stunt campaigns which ended in failure.

There was the famous campaign in which Daniel Sully, fresh from his gambling exploits, tried to put over a soap by smashing circus copy. The soap, previously sold to rid cattle of ticks, was advertised as good for humans also. By the use of a \$1,000,000 appropriation he attempted to force distribution overnight. This campaign was also famous for the fact that one of its prime movers was Douglas Fairbanks, then son-in-law of Mr. Sully.

The present king of the movies is said not to enjoy talking about his brief experience as a soap salesman.

Then there was Sterling Chewing Gum, with its sensational "seventh mystery point." No fancy dress ball was complete without its quota of masked men in dominoes who represented the seventh point, but somehow the mysterious man was more popular than the gum and another stunt campaign faded away with a loss to its promoters.

The plunge of E. M. F. automobiles into big circus space ordered by telegraph, the prize contest stunt to choose a name for flashlights, advertised extensively and then junked because it didn't fit the line, are others of the stunt campaigns which come to memory.

All of them hold warnings to the advertiser. They serve to remind him again that advertising is

a long-time investment, not an overnight gamble.

One of the most successful users of advertising in America, William Hamlin Childs, creator of Bon Ami, Barrett Roofing, Tarvia and other advertised leaders, once gave a bit of advice which sums up the right method of advertising as opposed to the spectacular stunt. He said: "Take a five-year look before you leap." The first two years, this successful leader pointed out, are years of preparation and investment, the third and fourth years may show some slight increment and impetus, but it is often not until the end of the fifth year that the maker of a good product begins to feel the full results of his patience and persistence in advertising.

Nothing will ever take the place of continuity and the courage to stick. The history of advertising proves conclusively that the stunt has no place in sound, conservative business success.

### **Reject the Application!**

Press agents who are forming an association under a high-sounding name are reported to have made application for membership in the National Commission of the International Advertising Association.

What action the Commission may take on this application we do not know. What action it should take we do know. The application should be rejected.

In the application we have the spectacle of a group of individuals engaged in a not-too-respectable competition with advertising endeavoring to get under the tent of advertising for the purpose of taking on respectability. Press agency is not advertising and should not be associated with it.

### **Tent Account for St. Louis Agency**

The Le Roy Tent Company, St. Louis, has appointed the Ross-Gould Company, Inc., advertising agency, also of that city, to direct its advertising account. Magazines and sport publications will be used. A direct-mail campaign will be started in June on the Le Roy umbrella tent.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIV SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Corporation

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

Eastman Kodak Company  
(Brownie Cameras)

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## How to Apply Military Strategy to Advertising

Eight of the main factors in the carrying out of a military campaign may be applied to an analysis of an advertising campaign. These points were outlined by Charles W. Alexander, of the Field & Flint Shoe Company, Boston, in a talk before the Advertising Club of Los Angeles.

According to Mr. Alexander the following rules govern both campaigns: First, there must be a commander-in-chief to direct all movements; second, a detailed plan should be prepared before going into action; third, there should be a definite time when action is to start; fourth, a definite objective is necessary; fifth, a well-trained body of men must be behind the campaign; sixth, offensive weapons and equipment used must be of the best; seventh, a knowledge of the enemy and their location is needed, and eighth, attacks are to be made where and when least expected and in an effective manner.

\* \* \*

## Second District Convention Chairmen Appointed

Edwin G. Conde is chairman of the general committee for the convention of the Second District of the International Advertising Association, to be held at Schenectady, N. Y., from June 22 to 24. F. R. Davis is vice-chairman of that committee.

The following chairmen have also been appointed: Finance, Mills Ten Eyck; program, Walter A. Bowe; publicity, F. R. Davis; reception, James C. McDonald; and entertainment, Clifton F. Williams.

\* \* \*

## Lancaster to Have Better Business Bureau

Preliminary steps have been taken at Lancaster, Pa., for the formation of a Better Business Bureau. M. W. Jones, president of the Lancaster Advertisers Club, has been made chairman of the committee in charge of the organization work. Hugh Smith, manager of the Philadelphia bureau, is co-operating.

\* \* \*

## Portland Appoints On-to-Denver Chairman

J. T. Crossley, of Crossley & Failing, Inc., advertising agency, has been named chairman of the On-to-Denver committee of the Advertising Club of Portland, Oreg.

\* \* \*

## San Francisco Club Appointment

Richard M. Budd has been chosen by the San Francisco Advertising Club to fill the unexpired term of Frances Griffes as a member of the board of directors.

## Women's Federation Appoints Convention Representatives

Miss Rose L. Roche, of the Crane and Bowman Company, Denver, has been named as Federation secretary for the convention at Denver of the International Advertising Association, by the Federation of Women's Advertising Clubs of the World. Miss Marie J. Richey, of the Daniels & Fisher Stores Company, Denver, is chairman of the advertising women's committee for the convention.

\* \* \*

## Pennsylvania Clubs Plan Joint Meetings

Due to the success of a joint meeting recently held at Lancaster, by the advertising clubs of Reading, Harrisburg, York and Lancaster, all of Pennsylvania, it is probable that similar meetings will be held by these clubs at least every two months during the winter season. An invitation was extended to the members of the clubs by the Advertising Club of Reading, to meet at that city some time in April.

\* \* \*

## Insulation Manufacturers Discuss Trade Practices

Thirty-two representatives of manufacturers of insulation recently met at New York at the invitation of the National Better Business Bureau. Business practices and standards for future advertising and selling methods were discussed from the standpoint of giving the public better information regarding the value and nature of insulating materials.

\* \* \*

## First District Officers Meet

Officers of the First District of the International Advertising Association, which takes in New England, recently met at Hartford, Conn., and discussed means for increasing the usefulness of advertising clubs. John Cline, of New Haven, Conn., chairman of the district, presided at the meeting which was addressed by Earle Pearson, general manager of the association.

\* \* \*

## Convention Chairman Named by Toledo Club

The Advertising Club of Toledo, Ohio, has appointed Lyle Miller, advertising manager of the Rex Spray companies, as chairman of the On-to-Denver committee.

\* \* \*

## Appointed by Baltimore Direct Mail Group

Schuyler Reid Hafely, of the Aetna Life Insurance Company, has been made chairman of the program committee of the direct mail departmental of the Advertising Club of Baltimore.



## Psychology Not Ready to Link Up with Advertising

In its application to the problems of advertising, psychology has been greatly oversold, according to Dr. John B. Watson, vice-president of the J. Walter Thompson Company, who spoke before a meeting last week of the Association of Yale-Men-in-Advertising. While long forward strides have been taken in the science, he said, there has not been sufficient progress made to link it up closely with the problems of advertising.

Dr. Watson does feel that with the continued collection, observance and testing of data on human behavior, however, psychology will become an invaluable aid in predetermining consumer reaction to given stimuli.

Referring to the use of mental tests in selecting personnel, he said that these help very little. They fall down, as tests to yield the results sought after, can never be devised. We will never get beyond the point, continued Dr. Watson, where tests can be substituted for a preliminary school of training in the business organization to qualify individuals for their work.

\* \* \*

## Furniture Dealers Discuss Advertising

Retail furniture dealers throughout the Chicago district attended a trade conference last week under the auspices of the Chicago Better Business Bureau. The purpose of the conference was to bring all the dealers together for a discussion of their advertising problems and to work out a set of practical standards for the guidance and assistance of the dealers in the advertising and merchandising of their products.

It was recommended that "woven furniture" be the generic term to describe furniture of this general type and design, instead of such combinations as "Reed-Fibre," "Fibre Wicker" and the like. Fibre is to be used only in descriptions of pieces manufactured from wood pulp. In case of combinations, the names of the principal materials, as "Reed and Fibre" or "Willow and Reed" are to be made use of.

The rules as to wood designation approved by the Federal Trade Commission were also approved as part of the standards of practice.

\* \* \*

## Boston Agency Group Elects Governors

Forty-five members of the newly organized advertising agency division of the Advertising Club of Boston were in attendance at its first meeting, which was held on April 4. The following were elected to the board of governors: H. B. Humphrey, H. B. Humphrey Company; Allen H. Wood, Sr., Wood, Putnam & Wood Company, Inc.; H. R. MacNamee, Smith Endicott Company; Clinton Jordan, Franklin Shumway Company and Alden H. Kenyon, The Kenyon Company, Inc.

The board of governors will elect officers at a later date.

## Carl Hunt to Speak at Fourth District Convention

Carl Hunt, formerly general manager of the International Advertising Agency, and now head of the Florida Liquid Fruit Company, is to speak at the convention of the Fourth District of the association on "Step Two in Increasing Volume for a Basic Industry." The meeting of this district, which covers the State of Florida, will be held at Daytona Beach on April 11 and 12.

The chairman of the On-to-Denver Committee will be appointed at the opening session of the convention, at which C. C. Carr, chairman of the Fourth District, will preside.

The program follows: April 11—morning session: Richard H. Edmonds, publisher of the *Manufacturers' Record*, "What Florida, the State, Should Do to Advise Its Agricultural and Industrial Resources, and H. G. Andrews, Florida State Chamber of Commerce, "Facts versus Figures."

Afternoon session: George R. Hilty, advertising director, Florida Power and Light Company, "Taking the Public Utility into the Family Budget;" Don Emory, of Daytona Beach, "Keeping the Advertising and Follow-Up in Tune;" Harry Coleman, Gerlach-Barklow Company, "Specialty Advertising;" and John Moscrip, advertising manager, Florida Citrus Exchange, "Advertising Florida Citrus Fruits."

April 12, morning session: A. P. Cooke, advertising manager and superintendent, commercial department, Peninsular Telephone Company, "Keeping the Public Informed;" M. T. Respass, Respass-Johnson Engraving Company, "Photo-Engraving for the Advertiser;" and M. R. Beaman, executive vice-president, St. Petersburg Chamber of Commerce, "What Is the Opportunity for Growth of the Average Florida City?"

On the evening of April 11 a banquet, arranged by the Advertising Club of Daytona Beach, will be held. Karl Lehmann, general secretary of the Orlando and Orange County Chambers of Commerce, will discuss the question, "What Is the Community's Responsibility to Its Advertising?"

\* \* \*

## Providence Club Plans Campaign for Local Survey

The Town Criers Club of Providence, R. I., is planning a campaign to raise \$20,000 as the balance of the amount needed to pay for a local industrial survey which has already been started. The survey will cost \$50,000.

## Joins Minneapolis Engraver

Roy Anderson, formerly with the Minneapolis office of Barron G. Collier, Inc., has joined the sales staff of the Weston Engraving Company of that city.

H. V. Stoddard, formerly a publishers' representative at Montreal, has joined the Montreal office of the Consolidated Press Ltd., Toronto.

# The Little Schoolmaster's Classroom

THE annual report of a widely known advertiser, published a few days ago, showed net sales of a little over \$4,000,000 for 1926, an increase of 16 per cent over the preceding year. Net earnings increased 24 per cent. Knowing the agency executive who directs this account and realizing the advertiser had invested almost \$1,000,000 in advertising during the year, the Schoolmaster was interested. A lunch appointment was easily made.

"A product such as this needs to be advertised in a big way," remarked the Schoolmaster, "but how did you get the company to agree to an appropriation running almost 25 per cent of sales?"

"The company hit the ceiling," the agency man admitted. "It figured I was thoroughly incompetent. But I rather expected it would. Many business organizations have never really tried to analyze their marketing jobs. First I got the company to adopt one selling budget, instead of figuring the cost of the sales force and the cost of advertising as separate items. Isn't that logical? A manufacturer wants to market his output as economically as possible. Why not start by setting down a definite figure as the complete cost of selling?"

"Then I told the directors the next step was to allocate the selling budget between physical selling and advertising. 'How far will advertising go toward actually selling your products?' I asked. 'What is its influence on the ultimate sale? Will advertising send the consumer to dealers asking for your items?'"

"They knew, of course, they could not expect druggists to do much real selling for them. Druggists are too busy with items for which a demand has been created. They finally agreed after a trial campaign that most of their selling budget could be invested safely in advertising."

Some products can support a

high ratio of advertising expense to sales. In the cases of others for which it is next to impossible to bring about consumer demand, most of the selling budget should be spent on dealer work. This same agency executive handles one account for which he will not recommend more than one-tenth of 1 per cent as the advertising appropriation. It seems to the Schoolmaster that advertisers and agency representatives might work together more effectively if they were to adopt the plan of: 1, Considering sales cost as a single item; 2, then dividing this into sales department expense and advertising considering just what each of the factors must do.

\* \* \*

Two years ago, the American public was inoculated with the cross-word puzzle germ. Immediately, advertisers sensed the popularity of this indoor sport and proceeded to capitalize on it. The advertising use of the puzzles varied from package designs to "What is a blank-letter word which is the name of a cigarette made from Virginia tobacco and giving real smoking satisfaction?"

When the first "Ask Me Another" question book appeared two months ago, the Schoolmaster wondered how long it would be before the advertising world decided to use the idea. He did not have long to wait. Here are two illustrations:

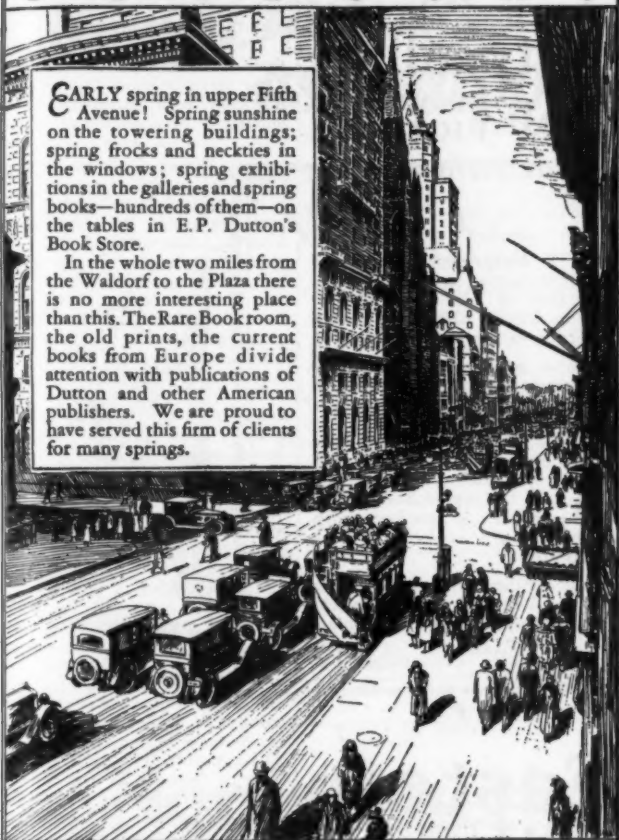
The Coward Shoe Company took advantage of this latest craze by using the question form in a striking newspaper advertisement. In a box in the center of the advertisement, several questions relative, of course, to Coward shoes are asked. The answers are given below. Very interesting.

Another user of this theme is Franklin Simon & Company in a recent single-column magazine advertisement featuring boutonnières. The background consists of black ink with the type in white. The headline says, "Ask

## O U T L O O K S

**E**ARLY spring in upper Fifth Avenue! Spring sunshine on the towering buildings; spring frocks and neckties in the windows; spring exhibitions in the galleries and spring books—hundreds of them—on the tables in E. P. Dutton's Book Store.

In the whole two miles from the Waldorf to the Plaza there is no more interesting place than this. The Rare Book room, the old prints, the current books from Europe divide attention with publications of Dutton and other American publishers. We are proud to have served this firm of clients for many springs.



# CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE  
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

## Forty million feet OF MOTION PICTURES in our film library

**F**OR better service, one of the largest and most valuable of film libraries; 40 million feet of film in Eastern's fireproof vaults.

A food product manufacturer commissioned us to make a film for him. 32 spices from a dozen countries are used in his product. Our film library gave us detailed views of 30 of the 32 spices—growing and harvesting—rich in atmosphere. The finished film is packed with interest and loaded with sales dynamite.

Eastern Film Corporation is the oldest, largest and strongest concern specializing in commercial motion pictures. We solicit inquiries concerning our service.

# Eastern Film CORPORATION

Commercial  
Motion  
Pictures

220 W. 42nd St. N.Y.

Telephone: Wisconsin 3770

Philadelphia Office: Commercial Trust Bldg.

**ESTABLISHED 1910**

Me Another!" Under it are drawings of various boutonnières with a question and answer under each.

These are only two of several that the Schoolmaster has seen. They serve to show that advertising copy is a barometer of the popularity of a phrase or idea.

\* \* \*

The Victor Talking Machine Company, in the campaign which it inaugurated less than two years ago featuring the Orthophonic Victrola, demonstrated its ability to stage manage in the most effective manner possible the introduction of a new device. This achievement is being duplicated in the campaign which the company is waging in connection with the new Automatic Orthophonic Victrola.

The Schoolmaster has just been going through a copy of the March issue of the company's house magazine, "The Voice of the Victor." This number is a special issue devoted entirely to an announcement of the new Automatic Orthophonic and the company's plan of introducing it.

Although the Schoolmaster is quite thoroughly acquainted with the Victor company's ability to attend to every detail in introducing a new product, he was surprised at the thoroughness with which the introduction of the new automatic machine is being handled. This machine plays twelve records, one after the other. The company tells dealers exactly how to demonstrate the new machine and even goes so far as to suggest the sort of conversation in which dealers might engage during the thirty-second interval between records while they are being changed by the automatic device. For example, the following conversation is suggested in connection with the first four selections of a group of a dozen records:

Everybody loves a Sousa march; so suppose we begin our demonstration with a good swinging one—"The Stars and Stripes Forever," played by Sousa's Band.

Now then, for a little close harmony of the get-together kind. The Four Aristocrats will sing you, "Don't Sing Aloha When I Go." Notice partic-

"The  
Ame  
Fire  
Ma  
Insu  
Comp

Found

# Packages insured as wrapped



**N**O waiting your turn at crowded windows, no extra handling of packages, no delays and no red tape in collecting on packages stolen or destroyed in the mails. That's the satisfaction of North America Parcel Post Insurance. Coupons from a North America Coupon Book insure each package at the wrapping desk — and cost but a few cents.

Ask the North America Agent or send the attached coupon for full information.

## the North America way



Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W-47

Name .....

Street .....

City ..... State .....

Wants information on Parcel Post Insurance

"The Oldest  
American  
Fire and  
Marine  
Insurance  
Company"

Founded 1792

## EXPORT ADVERTISING MANAGER WANTED

One of the largest automobile companies requires a man to take charge of its export advertising department. Annual expenditure over one-half million dollars. He must be able to judge copy; write booklets, house-organ material and sales letters in an emergency; manage work of four to six people who will be under him; and understand printing and engraving. Knowledge of languages valuable, but not necessary. Write fully, giving age, education, family status, experience, when available and salary expected. Address "H," Box 160, Printers' Ink.

## WANTED:

### Sales Manager

whocanplan, command and carry through, by well established concern wanting to secure jobber-dealer distribution in hardware and automotive fields. Product is practically a staple line; company is fairly well known in industry. Line is supported by adequate advertising. Right man must have good acquaintance and standing with automotive and hardware jobbers. A real job with a future as big as the man can make it. An aggressive man is required who is willing to spend most of his time in the field.

Apply to "E," Box 158,  
Care of Printers' Ink

larly how clear and distinct these separate voices are.

Next you may like to hear a good dance number. Paul Whiteman and his Orchestra are going to play, "In a Little Spanish Town."

Suppose we next hear a little different kind of orchestra. This was organized by Victor Company itself, to play so-called light music with all the finish and the beauty of expression that really fine artists could give it. The Victor Salon Orchestra plays, "The World Is Waiting for the Sunrise."

It has been the Schoolmaster's privilege to go through any number of special retail manuals of this kind and it is only on rare occasions that he has come across any which indicated the same amount of attention to every detail that this Victor manual displays. He has an idea that a number of manufacturers might derive considerable profit were they to get the March issue of "The Voice of the Victor" and study exactly how the Victor company instructs its retailers in the art of introducing a new model.

\* \* \*

When the Schoolmaster was looking about in search for his present home, he turned to the advertising pages out of habit. He well remembers the commonplace, uninteresting parade of facts set before him. Very few advertisements, by their description of what they had to offer, inspired him to further investigation. Of course there has been improvement since then but there is still a long road to travel.

Recently this phase of real estate advertising was made the subject of an address by William Herren, of the National Real Estate Board. If what he had to say is read only by those members of the Class who have been baited by the "Owner Leaving City" bromide, it will meet with wide interest. Mr. Herren's advice to realty men follows:

"Put human interest in your real estate advertising. Never, play up the bargain appeal and don't try to jolly your customers with that ineane phrase, 'Owner Leaving City.' Its efficacy departed soon after the Civil War.

"If there's a window box in the drawing-room, let the folks know

## AVAILABLE—Executive with unusual Experience of over twenty years in Sales and Merchandising

This man rose from the ranks as a result of achievements in selling, organizing, and finally managing of organizations manufacturing and selling highly competitive products, some sold direct to consumers, some through distributors, jobbers and dealers; all backed by comprehensive national advertising campaigns. He has been Salesman, Branch Manager, Director of Advertising, General Sales Manager and finally Managing Vice-President in charge of all operations—of a business running into the millions monthly.

He desires a sound connection, preferably with a smaller concern, on basis of salary plus profit sharing or stock arrangement, preferably latter, where large part of earnings will result from increased profits resulting largely from his work.

Would not be interested in any proposition which does not offer good possibilities of a total earning of \$50,000.00 and up yearly. Would be willing to invest some money on above basis. Record will stand most searching investigation.

Address "J," Box 161, care of Printers' Ink.



## Herbert N. Casson

*Publisher, Efficiency Magazine,  
London, Eng.,  
says about the book,*

### "CHECK-LIST CONTRACTS"

"Your book is a monumental work. You have done what no advertising man in the world has ever done before."

\$10.00 postpaid. Folder free

LYNN ELLIS, Inc., Desk A-1  
One Madison Ave., New York

## COPY WRITER

A man who has proved himself by a splendid array of national accounts to his credit. A man original and versatile, brimful of ideas, practical and a merchandiser of ability. Ten years' experience, age 34.

Address "G," Box 159,  
Printers' Ink



## Howell Cuts

for house or  
direct mail and  
other advertising

ask for proofs  
Charles E. Howell, Fish Building, New York

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

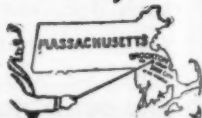
# Brockton Daily Enterprise

Printing 23,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line. Effective September 1, 1926

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

it. If the kiddies' sand pile is in the shade of an elm, get that idea over to every mother. Many a man and woman will refuse to read the prosaic description of a house who will feed freely on details showing its adaptation to a home."

## J. W. Concagh with Signal Engineering & Mfg. Company

James Weldon Concagh, formerly with Sherman & Sheppard, New York, has joined the Signal Engineering & Mfg. Company, electrical equipment, also of that city, as advertising manager. He had previously been with the Macfadden Publications.

## Residential Hotel Appoints Ross Agency

The Barclay, New York residential hotel, has placed its advertising account with the F. J. Ross Company, Inc., New York advertising agency. Newspapers and magazines will be used.

## Joins Carter Agency

William D. Swaney, formerly with the Wendell P. Colton Company, has joined the production department of The Carter Advertising Agency, New York.

## NEW PRODUCTS WANTED

One of our clients, an old-established organization with ample manufacturing and financial facilities, desires to add a few new products to their line. Will take over manufacturing, selling and distribution problems. If you have a product of proved merit write to Shelby Syndicate, 1151 Southwestern Bell Telephone Bldg., St. Louis, Mo. All letters will be given strict confidence.

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# Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**Printers' and Bookbinders' Equipment** machinery, type, supplies, Kelly presses—cut-cost material. Send for revised proofed machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

### Printing and Litho. Salesmen

Here's a live side line—genuine steel-engraved letterheads, popularly priced. Liberal commissions. For samples, terms, write Ecker & Co., 414 N. 12th St., St. Louis, Mo.

**ADVERTISING SOLICITOR**—Engineering Publication in New York wants experienced, capable man in Chicago, part time, straight commission. Prefer someone already representing one or two similar publications. State age, experience, references. Box 692, P. I., Chicago Office.

**DIRECT SALES MANAGERS:** We will print, address, stamp, enclose and post your campaign of circulars, broadsides, catalogs or printed ideas. Small City—Low overhead. Send copy, we do the rest. Reliable, substantial. Printers and Publishers since 1858. The Advance Co., Ogdensburg, N. Y.

## WANTED

Good Used Metal Furnace. Capacity 1,500 to 2,000 pounds. Prefer one with automatic temperature control. Address D. W. Bernstein, New Orleans States, New Orleans, La.

## HELP WANTED

**SALESMAN—PARTNER.** To sell high grade art for advertising, on liberal commission, no investment. Excellent opportunity for sincere worker who wants a future. State full particulars and references, confidential. Box 672, P. I.

**Advertising Salesmen.** District representatives in New York State to sell syndicated display advertising. Exclusive territory on a good commission basis. Applications to receive attention must state age, experience and qualifications in first letter, which will be treated in confidence. Apply by letter only to Dudley E. Groesbeck, 347 Fifth Ave., New York City.

### 3 SALESMEN WANTED BY ADVERTISING MAT SERVICE

Dominant syndicate organization offers liberal commission arrangement to high class men qualified to call on newspapers. Service now being used in over 200 cities. Give full details, in confidence, regarding past and present connections. Box 669, Printers' Ink.

**Artist.** Progressive printer seeks a skilled artist, now employed but able to handle additional work in his leisure time. Must show genuine ability in preparing finished color dummies. If he can produce high-grade finished work, so much the better. State experience. Box 688, P. I.

**Director of syndicated newspaper advertising service** wants willing and versatile assistant, capable handling production detail, correspondence, COPY. Agency or retail advertising experience necessary. Give full details and salary. Box 670, Printers' Ink.

## WANTED

By a large electrical manufacturer, an experienced man familiar with the central station industry for advertising and direct-mail activities on transmission and distribution apparatus. Box 691, P. I.

**We want a hard-working man** who can sell and develop salesmen, who can help us grow and, in so doing, create for himself an advertising and sales managership. We sell our products to department and furniture stores and competition is very, very keen. No applicant will be considered unless he gives his full confidence, which will be respected. Box 305, Pawtucket, R. I.

**ADVERTISING SOLICITOR** wanted: Growing publication 16 years old desires services of capable, energetic young man to make advertising contracts with banks and high-class firms traveling part time. Big money adding new department. Prefer young college man. Must be good dresser and of pleasing personality. Wonderful opportunity for right man. Write giving age and full particulars. Box 673, Printers' Ink.

## Experienced Technical Advertisement Writer Wanted

Engineering training essential. Age—under thirty-five preferred. Good position for the right man. Ability will be recognized and rewarded.

In replying, state experience and salary expected.

Box 699, Printers' Ink

### YOUNG MAN WANTED

**To operate new Multicolor Press Dept.** and get out form letter work of high class nature. Small amount of type setting. Rapidly growing concern doing national advertising. City of 30,000 near Pittsburgh in Ohio. Only man with record for stability, and at least high school education need reply. State age, experience and salary required, in first letter. Same will be treated confidentially. Box 665, Printers' Ink.

**Advertising Manager** for Southern Morning Newspaper. Man with experience, capable inspire solicitors under him, good knowledge copy writing and layout, forceable solicitor himself. Permanent position. Paper with over 20,000 circulation. Write giving experience, age and salary wanted. Box 661, P. I.

**A really good job for a really good man**—morning newspaper in town of half million wants copy writer and service man who knows how to write copy and who knows retail merchandising sufficiently to intelligently discuss it with advertisers. Size of the job depends on the size of the man, as we are just organizing a service department and this is our first step. Applicant will be expected to answer by mail a half dozen of the everyday problems which will confront him. Box 668, Printers' Ink.

**Classified Advertising Manager** wanted for part time to handle the classified section of a weekly trade paper—the only weekly covering a billion dollar industry—and now producing excellent results for the advertisers. Can make fine arrangement with an experienced man as the field is large and the possibilities great. Give full information as to past experience, earnings, etc., and your letter will be held in strict confidence. All our employees know of this advertisement. Address Box 666, Printers' Ink.

**Executive Wanted**—Man who understands the writing and preparation of good strong punchy advertising by large Southern manufacturer of drug store proprietary articles. Must be of the highest character and have extensive knowledge of merchandising methods. Must have, among other qualities, a large fund of good common sense and great capacity for exacting details. We want a heavyweight. Will make an attractive proposition to the right man. State complete history, details, in first letter. Enclose four or five lines written in longhand. All correspondence confidential if desired. Box 664, Printers' Ink.

## To Direct Mail Men

We conduct a moderate size print shop in an enterprising city within 12 miles of New York. We want to establish a creative selling department, and seek the services of a man who can **CREATE PRINTED SALESMANSHIP**. The man we want has some of the ability of a big city newspaper man combined with some of the ability of a star road specialty salesman. He has the proper analytical faculty and can put the right message on paper. To such a man is offered an opportunity to make a connection that should, in time, prove a happy and profitable one. Box 697, Printers' Ink.

### MISCELLANEOUS

#### ADVERTISING AGENCY WILL RENT PART OF OFFICE

to free lance copy writer, layout man, or artist. Can secure some of agency's work. Box 675, Printers' Ink.

### POSITIONS WANTED

**Newspaper Man and Writer** with advertising agency experience in preparation of special articles, publicity, research, copy, layout, make-up, wants editorial position. Age 27, college graduate. Box 684, P. I.

**PRODUCTION AND TYPOGRAPHY** skilfully handled by an experienced printer and agency production man. Desire agency connection in New York City. Box 695, Printers' Ink.

**Young Man.** Knows production, copy and layouts. Experienced in direct mail and publication advertising. College graduate. Single. Available full or part time. Box 678, Printers' Ink.

#### YOUNG MAN

24, 2 years college, experience in reporting and advertising, desires agency connection. Salary secondary to opportunities. Box 677, Printers' Ink.

**ADVERTISING AND CATALOG MAN** desires position with reliable firm. 11 years' experience with jobbers and publishers. Can furnish the best of references. Box 659, Printers' Ink.

**Advertising Copy Writer Available.** Eight years' specialized experience planning, writing, producing trade journal and direct-mail copy for mechanical products. Request details. Box 662, P. I.

#### ARTIST

A good layout man with ideas, capable of assisting with production, do considerable finished work. Large agency experience. Moderate salary. Box 660, P. I.

**Advertising Salesman-Executive** now employed, desires better connection. Newspaper, business paper and agency experience. Clean, successful record. Box 671, Printers' Ink, Chicago Office.

**Advertising Salesman**—30 years of age, 10 years experience in newspaper and agency fields, well educated, good appearance, splendid record. Proposition must have real possibilities. Box 701, P. I.

#### RIGHT BOWER AVAILABLE

At present right-hand man to executive small agency; desires greater opportunity. Space buying. Contact. Details. 15 years experience. Box 693, P. I.

**CORRESPONDENT AND SALESMAN** Young man, 23. Good sales-letter writer, Secretary-stenographer. Successful advertising salesman. Newspaper, trade paper and direct-mail background. Box 681, P. I.

**ASSISTANT** to busy advertising manager in corporation. Formerly chief of production billing in agency. Box 676, Printers' Ink.

#### AGENCY, OR ADVERTISING MANAGER NEEDING ASSISTANT

Have had 10 years on newspapers (street and desk) and in Advertising Department leading automotive manufacturer. Direct, concise writer. Can handle sales letters, magazines, broadsides, all stages. Executive experience. Age 30. Family. University graduate. Salary \$5000. Future main consideration though. Mid-Western location preferred. Box 687, P. I.

**YOUNG** position. writing agency Salary

**Man,** convincing. Easily v. agency

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**CIRC** who d. establish on cla position. profitabl. rienced canvass. Christi Box 7

**YOUNG MAN**, 24, would like agency position. Two years' experience in copy writing and layout with newspaper. Taking course in advertising at Columbia. Salary secondary. Box 702, P. I.

**MAN**, 29; his straightforward, sincere copy convinces; thorough knowledge production; selling experience; fine education. Easily worth moderate salary to N. Y. agency or adv. dept. Box 703, P. I.

**A Live Production Man.** Young man, with practical knowledge and experience printing advertising, available for position with future. Has proven ability in advertising production. Buying judgment—excellent. Box 682, P. I.

#### YOUNG MAN

21, have already run agency production desk. Working, but available on week's notice. Can leave New York permanently. Also have layout experience. Adaptable. Box 663, Printers' Ink.

#### CAPABLE YOUNG LADY

wants connection in small advertising or publishing firm immediately! Experienced in copy, MAKEUP, production. Has had experience in soliciting. Engaging personality. References. Box 674, P. I.

**Advertising man** with technical training desires position with manufacturer or agency. Six years newspaper advertising manager, solicitor, 29, single, college education, good character, best references. G. F. Mathews, 209 Tacoma Ave., Johnson City, Tenn.

**Position in the Production Department.** Young man twenty-three, experienced in buying printing and stationery, some art ability. Desires opportunity for advancement in layout work and visualizing. Salary to start, \$35. New York City. Box 696, Printers' Ink.

#### BUSINESS PRODUCER

Experienced young advertising woman with excellent record for selling and holding national and local accounts. Seeks new connection with good agency or publication. Salary and commission. Box 694, Printers' Ink.

**ADVERTISING SOLICITOR** seeks position. Eight years' experience selling representative list of daily and Sunday newspapers to New York agencies and advertisers. Good salesman, correspondent and sales letter writer. Understands office management and detail. Age 31. Married. Box 658, Printers' Ink.

**Experienced Advertising Salesman** Producer. Now employed. Desires connection with publishers' representative or agency in Chicago offering real future. College grad. Age 24. Also good copy writer and merchandiser. Best of ref. Box 698, Printers' Ink, Chicago office.

#### EXPERIENCED

##### CIRCULATION-SALES MANAGER

who during the past fifteen years has established a splendid record for results on class and mass magazines, seeks a position where income will depend upon profitable production. Thoroughly experienced in direct mail selling as well as canvassers and branch office work. Christian, married, 35, college graduate. Box 700, Printers' Ink.

**Advertising Assistant.** Christian, university graduate. 2 1/4 yrs. advt. exp. Desires position in advertising department or agency N. Y. C. Employed. Seeks bigger opportunity. Employer knows of this advertisement. Box 679, P. I.

#### PART TIME ADVERTISING WANTED

Analysis, plan, copy and layout for advertising and sales promotional campaigns. Man experienced in all phases of advertising from post card to Post, capable of selecting most effective mediums. Box 657, Printers' Ink.

#### SECRETARY-STENOGRAPHER

Four years' Advertising Agency experience. Fully conversant with all branches agency work. Capable compiling appropriation lists, checking, etc. Willing, energetic, ambitious. Free to travel. Box 701, Printers' Ink.

#### Advertising Connection Wanted

By young man, 21, formerly in Advertising Dept. of National Organization, now with direct-mail concern. College and Art School training. Can write, make attractive layouts and dummies and finish simple art-work; has knowledge of mechanical details. Can "pinch-hit" as stenographer. Box 686, Printers' Ink.

#### SALES EXECUTIVE

Position wanted by experienced man, 29, with active and creative mind. A developer of constructive sales promotional ideas plus ability to put them into force by convincing sales copy. Can also make layouts, prepare folders, etc., and attend to printing and engraving matters. Box 683, Printers' Ink.

**PRINTING EXECUTIVE**—If you require the services of a man 29 years of age who has had thorough theoretical and practical experience in Accounting, Cost Accounting, Credits, Collections, Correspondence, Production, Buying, Sales Promotion and Advertising—AND, if your requirements are for the supervision of your plant and/or office—AND, if in addition you need a man who has keen, swift and accurate judgment in matters of even extraordinary tenor, he is now available. Address Box 680, Printers' Ink.

#### CAN YOU USE THIS BROAD EXPERIENCE OF A MAN NOT YET 28!

Managing editor and associate editor, respectively, of two magazines, one semi-technical, one a national, popular magazine. Next, agency experience—copy, house organs, contact. Then a unique, broad experience with trade and industrial advertising, including market analysis, selection of media, judging copy, schedules, etc., credits. Working closely with a number of high-salaried advertising executives who trust my judgment. An unusual, forceful writer, with imagination. Successful with difficult correspondence. Honor graduate, school of journalism. In New York, earning \$4,500, and know and like the Pacific Coast. But am looking for the right opportunity rather than a particular salary or location. Married, employed and willing to search a year, if necessary, for that right opportunity. Box 685, Printers' Ink.

# Table of Contents

NEW YORK, APRIL 7, 1927

How National Biscuit Advertises and Merchandises More Than 400 Items	3
<i>C. B. Larrabee</i>	
A Fraud upon the Public.....	10
<i>Dr. H. S. Cumming</i>	
How Is Business Going to Be?.....	17
<i>Sheldon Cary</i>	
Clyde Kelly and Lew Hahn Debate Price Maintenance.....	20
Another Abuse of the Franking Privilege.....	25
<i>Special Washington Correspondence</i>	
Westinghouse Uses Novel Dealer Tie-up in Newspaper Copy.....	33
<i>Edward J. Hegarty</i>	
These Jobbers Sell a Nationally Advertised Private Brand....	41
<i>Don Gridley</i>	
Do You Select Employees by a Bertillon System?...By a Personnel Executive	49
Memo to Sales Executives: "Get Out in the Field".....	57
<i>Henry B. Northup</i>	
Advertising Scores a Strike for Bowling.....	69
How Shall We Charge the Millions Spent in Auto Advertising?.....	77
<i>E. T. Strong</i>	
Corticelli Trade-Mark Opposition Sustained.....	89
<i>Special Washington Correspondence</i>	
What Is the Salesman to Say the Tenth and Twentieth Time He Calls?...	97
<i>A. H. Deute</i>	
Adapting vs. Adopting Ideas.....	109
<i>S. Roland Hall</i>	
Yarn Manufacturer Assumes Full Burden of Quality Guarantee.....	117
<i>Roland Cole</i>	
Washington Retailers Are Boarding the Chain-Store Lion.....	125
Some Display Cartons That Retailers Are Using.....	131
<i>Arthur H. Van Voris</i>	
Helping Dealers Offer Personal Service to the Masses.....	162
<i>R. S. Tibbals</i>	
The Consumer Pays for Management's Blunders.....	169
<i>Chester M. Wright</i>	
Cutting the Price Cut Our Sales Volume.....	177
<i>H. B. Kingston</i>	
Putting Futurism into the Border.....	185
<i>W. Livingston Larned</i>	
A Sales Record Sheet That Gets Results.....	192
<i>Bert L. Swain</i>	
These Letters to Jobbers' Salesmen Don't Fight for Orders. J. E. McMahon	198
What Is the Best Trade-Mark for a New Product?.....	209
<i>Special Washington Correspondence</i>	
Editorials .....	230
Export Trade and the Domestic Market—Anti-Advertising Propaganda—Yes, Indeed, the World Does Change!—Advertising Gambles or Long-Time Investments?—Reject the Application!	
The Little Schoolmaster's Classroom.....	236



## Give it Force

Lighted pictures of the right kind will put power behind your ideas by visualizing them pointedly. Expert service will give the force of reality to every suggestion you wish to make to salesmen and dealers.

For this purpose, we offer the services of a highly skilled staff, thoroughly trained by ten years of experience in preparing special picture material for sales promotion and educational work.

Every picture we have ever produced has helped accomplish the buyer's purpose. Over 150,000 meetings have been held successfully with our Sales Managers' service and our field co-operation throughout the United States.

## Jam Handy Picture Service

### Newspapers' Film Corp'n

### 217 West Illinois Street, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides

New York, 51 East 42nd Street—Dayton, 587 Reibold Bldg.—  
Los Angeles, 1956 South Vermont Ave.—Regional Sales and  
Service at Principal Points Throughout the United States

Apr. 7, 1927

*Maytag***THE MAYTAG COMPANY**  
**NEWTON, IOWA**The Chicago Tribune  
Chicago  
IllinoisFebruary Fifteen  
1927

Gentlemen:

In checking over our records for the year 1926, it is gratifying to find that we have again more than doubled our business in the Chicago territory. It is our policy to manufacture a fine product, backing it up with adequate newspaper advertising and intensive personal selling.

When we came into this territory we concluded to rely on the Tribune, and we were right. The Tribune has shortened by years the time required to reach a point of dominance in sales in the Chicago territory. Our lineage records show that we have placed the major part of the task of carrying our message to the public of Zone 7 in your publication.

I have followed the news columns of the Chicago Tribune for many years before I was in a position to ascertain for myself its tremendous advertising value. Since the time we started to develop the Chicago Market we have considered the Tribune an integral part not only of our advertising program, but of our entire merchandising and sales policy. It is only natural, too, in order to show our appreciation to our hundreds of resalesmen who are in the field bearing the brunt of the selling job, that we should want to buy the best help for them that we could possibly obtain.

At this time I also wish to acknowledge the personal assistance given our organization during the year 1926 by your advertising department.

Yours very truly

THE MAYTAG COMPANY

*H. Maytag*  
Chairman

F.L.M.:RD

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER